

HR Club Philippines' Fourth Annual

HR Leadership Conference

**Building a Progressive World Class
Workforce in the Philippines**

2014

**Philippine Stock Exchange Grand Auditorium
Ortigas Center, Pasig City, Philippines
February 27-28, 2014**

**CONFERENCE
DELEGATE**

**Join the Year Starter HR Event for 2014!
Learn, Network and Share Ideas
To Expand Your Business & Build A Progressive Workforce**

ABOUT THE EVENT

The 2014 HR Leadership Conference is a two-day learning and networking event wherein the latest Business and Human Resource outlook, trends and quality standards will be shared so that companies in the Philippines can expand and build a Progressive World Class Workforce.

It aims to bring together top business, operations and human resource experts to share bright ideas and strategies on how Philippine companies can achieve world class efficiency by introducing global standards and best practices in employee search and workforce development, management and retention.

WHAT'S NEW FOR THE 2014 HR CONFERENCE?

For the Fourth Annual HR Leadership conference, we focus on strategies, solutions and structure for managing the Filipino Workforce in the digital and global age. Conference delegates will:

- Get the latest in International Quality Standards to open doors for more business opportunities
- Discover new strategies and insights in recruiting and managing people in the digital age
- Participate in benchmarking and networking activities with other HR practitioners
- Develop cost-effective yet exciting Employee programs to motivate and keep top employees



photos from previous event

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CONFERENCE TOPICS

The line up for 2014 includes informative and thought provoking topics that promise to help conference delegates and attendees to expand their business and develop their workforce to become progressive with high levels of performance and global standards.

Get valuable ideas, information and innovations to help you build a progressive world-class Workforce in the HR Leadership Conference 2014

Leadership & Talent Development	Recruitment & People Management	Employee Discipline & Conflict Resolution	Employee Engagement & Retention
<ul style="list-style-type: none"> - Transforming Your Organization into a World Class Company - Career Pathing & Succession Planning - Leading People with Corporate Social Responsibility & Nation Building 	<ul style="list-style-type: none"> - Recruitment in the Digital Age - Managing Outsourced Talent Pool - Achieving a Unified Team Spirit through Strategic Long-term Teambuilding 	<ul style="list-style-type: none"> - Capital Intelligence Leadership - Progressive Employee Discipline - Workplace Mediation & Conflict Management 	<ul style="list-style-type: none"> - Employee Engagement & Empowerment for the Digital Generation - Designing a Competitive Total Rewards Program - Employee Health & Wellness

Note: Topics & Speakers may change without prior notice.



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KEYNOTE SPEAKERS:

Featured in this year's conference are expert speakers on Leadership, HR, Operations & Many more...



...and many more!

SPEAKER PROFILE:

 <p>Jose Decolongon</p>	<p>Jose Decolongon ...manages eleven (11) different teams in his role as Shared Services Operations Director for SGS Philippines, Inc. and SGS Gulf- Ltd. – Regional Operating Headquarters (ROHQ). The teams range from marketing-support services (such as telemarketing, internet marketing, graphic design), to administration services (such as order management, invoicing and collection) to highly-technical services (such as language translation, corporate security, and data management of laboratory capabilities and testing methods). These teams support local and global functions of SGS (Société Générale du Surveillance) which is the world's leading testing, inspection and certification company with headquarters in Geneva, Switzerland.</p> <p>Mr. Jose also holds a regional role that spans Japan, Vietnam, Korea, Taiwan and the Philippines. He works with various teams to improve their key processes related to sales, laboratory management, and order-to-cash management. He also manages the knowledge-sharing tools (intranet and publications) of the global team mandated to improve these processes.</p> <p>Prior to his return to Manila in 2010, Jose worked in Melbourne, Hong Kong and Geneva. He worked with various local and regional teams that drove improvements in operational efficiency and service quality in SGS operations in the Netherlands, Switzerland, USA, Australia, Thailand, Singapore, Malaysia, Indonesia, India, Taiwan, Korea, China, Hong Kong and the Philippines. He has also trained more than 600 managers and staff in Lean, Six Sigma and 5S within SGS.</p> <p>Mr. Jose earned his Six Sigma Black Belt from IBM-PWC Europe in 2004 and Lean Certification from GE in 2008. He finished his BSC Business Management and BA Organizational Communication degrees at De La Salle University in 1995.</p>
 <p>Grace Lorenzo</p>	<p>Grace Ruiz Lorenzo ... is the Head of Human Resources at OEP Philippines, Inc, a leading company in ethical pharmaceutical corporation and has had over sixteen years of experience in various human resource, training, marketing and sales field</p> <p>With a deep passion for developing and engaging employees, Ms. Grace has initiated several pioneering programs on Human Resources which include Web-based Learning systems, Performance Management Systems and Labor Management Cooperation Programs.</p> <p>Ms. Grace is the past President of the Board of Directors, Association of Pharmaceutical Trainers (APT) and was a Youth Adviser, Cell Group Leader and Speaker, Apostolic Faith Church.</p> <p>Ms. Grace graduated Cum Laude with a Bachelors Degree in Computer Science at Trinity University of Asia and a Global Marketing Management Degree in University of California. She is also the Recipient of the 1st Trinity University of Asia's Presidential Leadership Award (for Exceptional Performance in both Academic and Non-Academic Fields)</p>



*Regional Director for
Continental Asia,
Freelancer.com &
Owner, Knowledge
Leaf Publishing*

Joji Azurin

... is responsible for making Freelancer.com the leading outsourcing and freelancing platform in Continental Asia through innovative marketing and PR campaigns. He actively promotes entrepreneurship in the region as an adept mentor, and notable speaker in technology and business events.

Mr. Joji completed a degree in Mechanical Engineering as a full scholar at the University of the Philippines, and took up units in M.A. Economics at the University of Asia and the Pacific. Accepted into PhD in Engineering-Economics Systems program at Stanford University, Joji switched careers and focused on the Information Technology business where he made great waves, co-founding several pioneering tech companies in the fields of BPO, IT outsourcing, online content publishing and eCommerce.

As a seasoned entrepreneur, Mr. Joji is sought-after by leading tech advocate groups like Lean Startup, Startup Weekend, Angel Hack, Echelon, Startup Grind, and Social Innovation Camp, among others for his industry expertise. He also teaches eCommerce and digital marketing.



*Founder, Personal
Finance Advisers
Philippine
Corporation &
Personal Finance
Coach/Author*

Efren Llamas Cruz

...is the founder of the Personal Finance Advisers Philippines Corporation (PFA). the first in the Philippines to be recognized as "International Best Provider" of workplace finance education by the Personal Finance Employee Education Foundation of the US.

Led by his passion to promote financial literacy among Filipinos through the discipline of financial planning, Mr. Efren has authored several best-selling books that include: "Pwede Na! The Complete Pinoy Guide to Personal Finance" and "Pwede Na! The Complete Pinoy Guide to Retirement & Estate Planning" and "Usapang Pera: Mga Dapat Alamin" the 50th Anniversary PDIC Guidebook on Basic Banking & Financial Transactions.

Mr. Efren is also a Personal Finance Coach. He conducts in house and public seminars on personal finance, He provides one-on-one personal finance. A sought after resource speaker, Mr. Efren has appeared regularly as Personal Finance expert on ANC 21, Bawal ang Pasaway, Kapuso Mo - Jessica Sojo, Unang Hirit, Umagang Kay Ganda, Good Morning Club, ANC Shoptalk, ANC On the Money, Payong Kapatid, TV Patrol, RPN 9, DZMM and DZBB.

Mr. Efren is a regular contributor of personal finance articles to Philippine Daily Inquirer, Inquirer.net, Business Mirror, MoneySense Magazine and Filipino Unlimited And a Content provider for Usapang Pampinansyal of Smart Telecommunications






*Managing Director,
Yogaplus Inc. &
Managing Director,
SQL Wizard Inc.*

Heraldina "Dinah" Salonga

...is the Managing Director of Yogaplus, Inc. Having started Yoga in 2005, her passion and addiction to Yoga has led her to establish Yogaplus so that she can help others start on a journey towards discovering all the physical, mental and spiritual benefits that consistent yoga and good health habits can bring.

Ms. Dina has over 20 years of experience in the IT field. She was the Treasurer and Marketing Director of SQL*Wizard before she became the managing director. She was formerly the Product Sales and Marketing Manager of Oracle Phils., Inc. She was awarded the Pre-Sales Engineer of the Year for Asia Pacific at the Oracle Asia-Pacific Club Excellence '96 in Bali, Indonesia; and given recognition as the Top Sales Achiever and Employee of the Year of Oracle Phils., Inc. for Fiscal Year 1995.

Ms. Dina is a Cum Laude graduate of Bachelor of Science in Statistics from the University of the Philippines at Los Baños.

 <p><i>Organizational Development Consultant</i></p>	<p>Rosario “Cherry” Cabuhat-Alzona, Ph.D. ... is an accomplished Organizational Development (OD) professional with almost 20 years of experience in diverse workplace environments. She has varied experiences in organizational assessment, OD intervention design and implementation, learning and development and process/procedure design and development. She is an articulate communicator, attentive and active listener, able to communicate effectively with all organizational levels, build relationships of trust and enlist the participation of team members. She is a skilled and thorough researcher and an advocate and facilitator of targeted project goals. As such, she has written and co-authored books and research projects in various sectors/industries. She has taught for ten years in the Graduate School of several universities and colleges in diverse topics of management and leadership, also acting as adviser/panelist in student researches. Moreover, she is also active in social, charitable and spiritual activities as part of her integrative growth and development.</p> <p>Dr. Cherry has earned her Bachelors Degree in Statistics in 1978 at the University of the Philippines in Los Banos. Then, on account of a UNDP-SESP Scholarship in 1988-1990, she got her Masters Degree in Statistics at the University of the Philippines in Diliman. It was in 2004 that she finished her Doctoral Degree in Organization Development at the Southeast Asia Interdisciplinary Development Institute. Moreover, she took her Certificate in Strategic Human Resource Transformation and Organization Development from Penn State College in 2008 and Institute for Attractions Managers from the International Attractions and Amusement Parks Association in Orlando, Florida, USA in 2013.</p>
 <p><i>EVP & Chief Training Consultant, Businessmaker Academy Inc. & Managing Director, HR Club Philippines</i></p>	<p>Karen Cindy Megrahjani-Sajwani ...is the Co-founder, Executive Vice President and Chief Training Consultant of Business Maker Academy, Inc. Her team has partnered with organizations in the Top 5000 Companies of the Philippines to provide practical solutions for their human resource management needs. She believes that teaching is her lifelong vocation. As such, she has happily lived the life of Professional Consultant/Trainer/Facilitator for the past nine (10) years, executing solutions-based training programs in the areas of Values Enhancement, Trainers’ Training, Corporate Image & Personality Development, Business Communication & Presentation, Professionalism in the Workplace, Sales, Customer Service, Leadership, Strategic Planning and Teambuilding. She is also a Board Member of Teach It Forward, a non-profit organization that helps community through education.</p> <p>Aside from teaching, Ms. Cindy also co-owns a fashion accessories company, an infants’ wear manufacturing business, a trading and importation corporation and more recently, a catering business called Cherry Cottage.</p> <p>Ms. Cindy holds a Master of Arts degree in Language and Literature , major in English from De La Salle University-Manila where she graduated with an Outstanding Thesis award. She was a Lecturer at the same institution for six (6) years. Her undergraduate education was also obtained from De La Salle University-Manila where she finished with a double degree in Liberal Arts and Commerce (A.B. Communication Arts and B.S.C. Business Management).</p>
 <p><i>Legal Consultant on Human Resource & Organizational conflict</i></p>	<p>Attorney Aracelli Habaradas ...received her law (Juris Doctor) degree from the Ateneo de Manila University School of Law; Master of Laws degree from Columbia University in New York where she attended courses on negotiation and alternative dispute resolution</p> <p>Attorney Aracelli has been working as a lawyer for more than ten years, the last five years of which were focused on in-house counsel work and principally dealt with contract negotiations, human resource issues and organizational conflicts and concerns.</p> <p>Attorney Aracelli is an Accredited Associate Mediator of the Singapore Mediation Centre and is currently completing a Master in Dispute Resolution degree from the University of New South Wales in Australia where she has been attending courses on Managing Workplace Conflict and Change, Mediation, and Facilitation.</p>

HR Leadership Conference

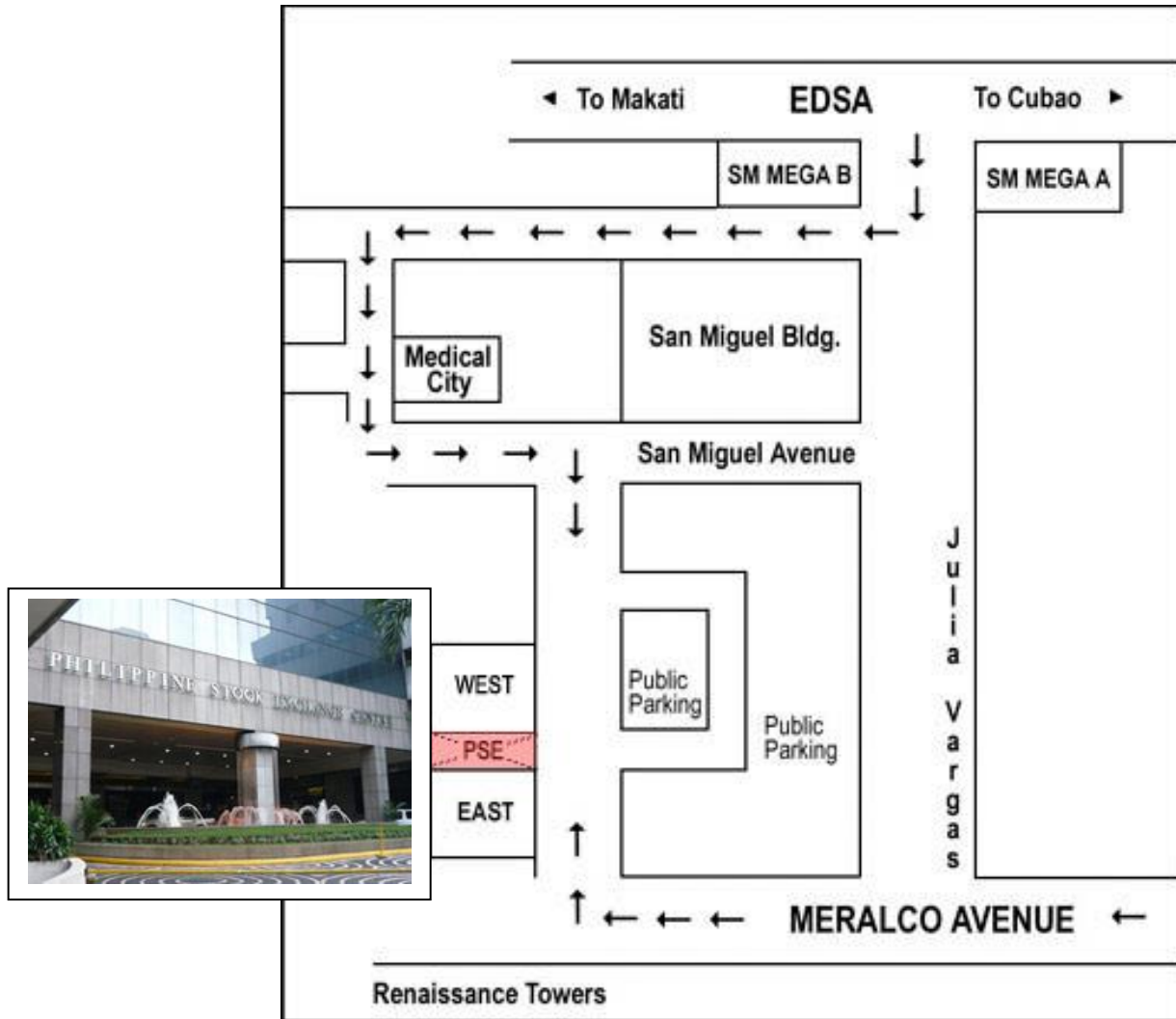
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EVENT VENUE & DATES

Event: HR Leadership Conference 2014
Where: Philippine Stock Exchange Grand Auditorium
(Tektite), Exchange Road, Ortigas Center,
Pasig City, Philippines
When: February 27 to 28, 2014
What Time: 9 to 5 pm (two days)



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ORGANIZER:

Businessmaker Academy is an Education Center for Business, Finance and Corporate Skills Development. It offers a simple, direct and practical approach to business fundamentals. Its primary purpose is to teach people how to improve their professional, personal and financial lives through practical, experience-based learning. Since 2003, it has served more than 30,000 participants from top corporations and SMEs.

HR Club Philippines is a community for Human Resource education and support. It is dedicated to the advancement of Human Resource Management as a profession and a service. It's activities are primarily directed towards building an active network of Business and HR professionals who are dedicated to improving methods, techniques and practices of Human Resources.

CONTACT DETAILS:

Businessmaker Academy / HR Club Philippines

Address: Suite 1503A West Tower, Philippine Stock Exchange Building,
Exchange Road, Ortigas Center, Pasig City, Philippines

Tel. Nos.: (632) 6874445, 6874645, 6873416 (look for Celene)

Email: hrconference2014@businessmaker-academy.com

Websites:

www.businessmaker-academy.com

www.hrclubphilippines.com

www.hrleadershipconference.com

Organized by Businessmaker Academy and HR Club Philippines

Suite 1503A, West Tower, Philippine Stock Exchange Building (Tektite), Exchange Road, Ortigas Center, Pasig City, Philippines

Tel. Nos. (632) 6874445, 6874645, 6873416 ▪ Email: hrconference2014@businessmaker-academy.com

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REGISTRATION FORM FOR CONFERENCE DELEGATES

YES! I/We want to attend the 2-day HR Leadership Conference.

CONTACT INFORMATION:			
Name (in full)			
Position			
Company		Company TIN	
Tel No.		Cel No.	
Email Address		Fax No.	
Office Address (in full)			
Signature		Referred by:	

Name of Attendees - (Complete Name)	Nickname	Contact (Tel, Cel or Email)

CONFERENCE RATES:

Rate Types:	Pay on or before:	Amount:
Early Bird	Jan 1-31, 2014	Php 6,000 + VAT
Regular Rate	Feb 1-28, 2014	Php 7,000 + VAT

- Please fill up this form and email to hrconference2014@businessmaker-academy.com or fax to (632) 6874645.
- Please settle payment on or before the prescribed deadlines above to avail of the promo rates.
- For Check Payments: Please make checks payable to Business Maker Academy, Inc.
- For Bank Deposits: Please deposit to Account Name: Business Maker Academy, Inc.
BPI Savings Account No.: 4013-0306-64
BDO Savings Account No.: 280-622-422
Please fax deposit slip to (632) 6874645 with your contact details. Bring your deposit slip on the event day.
- This serves as a valid contract and billing statement. Business Maker Academy, Inc. = TIN #223-672-691

IMPORTANT NOTE:

Business Maker Academy, Inc. is a VAT-registered company. TIN# 223-672-691-000 VAT. For zero rated or VAT exempt companies, please include your Certificate of Exemption. Provide Form 2307 or Certificate of Tax Withheld if payment done with tax withheld. Please withhold only 2% as we are classified as suppliers or contractors of services.