



THE ASIA PACIFIC HR CONGRESS WAS RECENTLY HELD IN THE CAPITAL AND WAS ATTENDED BY THE CREME DE LE CREME OF THE CORPORATE WORLD, WHO CAME TOGETHER ON A COMMON PLATFORM TO DISCUSS BURNING TRENDS AND ISSUES FACING THE HUMAN RESOURCE FUNCTION. WE BRING YOU SOME HIGHLIGHTS FROM THE EVENT...

GREAT MINDS THINK ALIKE....

The Asia Pacific HR Congress, presented by Times Ascent which was recently held at The Oberoi Hotel, Delhi on August 22 and 23, 2008 turned out to be a mega event attended by the who's who of the corporate circle, from some of the top-notch organisations. Noted speakers and guru from the world graced the occasion with their presence, the theme of which concentrated upon 'Employer Branding/Talent Management -perspectives and challenges'. The gala event was inaugurated by distinguished guests and the core team of the Asia Pacific HR Congress. The main highlights of this two-day event were an inspirational workshop by noted executive coach and renowned author, Dr. Marshall Goldsmith and an informative session on Employer branding by Brett Minchington, MD, Collective Learning Australia & Co-founding Partner, Employer Brand institute.

The first day of the seminar was kicked off by the release of the book, 'Find the Guru Within -The Essar Book of Coaching and Mentoring Stories' by Dr. Sujaya Banerjee, Chief Learning Officer, Essar Group. The main attraction of the event, 'The Employer Brand Global Masterclass' by Brett Minchington received a lot of accolades. He said, "Employer branding is the image of your organisation as a 'great place to work' in the minds of current employees and key stakeholders in the external market (active and passive candidates, clients, customers and other key stakeholders)." According to him, the strongest brands in the world are those which are highly emotional. You have to care about how you manage your employees. Employer brands are built over a long time," he articulated, adding, "To be a good employer brand, an organisation must deliver value to existing staff while being compelling to potential recruits. It should be firmly aligned to Its vision and Values." The later part of the day had case study presentations by Essar Group, Dr Reddy's Laboratories Ltd., and Mahindm & Mahindra Ltd.

After the highly interactive and informative sessions, it was time for the much-awaited HR Excellence Awards and Indira Super Achievers ceremony. The Chief Guest for this ceremony was Nick Hutton, CEO, Universitas 21 Global and the guest of honour was **Lavleen Raheja, Chairman & CEO, FranklinCovey** and Ashish Dehade - MD (West Asia) First Advantage Pvt. The function commenced with the launch of the book, 'HR Powerlist of 40 dynamic HR Professionals' compiled and written by Dr. Raju Bhatia. Another book, '18 Management Competencies -Business Professionals can not ignore' authored by Saugata Mitra, Chief People Officer & Group HR, Mother Dairy, was also released during the ceremony. And then finally, was the time to give away themuch-awaited and renowned HR Excellency Awards to 25 HR leaders from India and 8 from abroad.

