



# BELONGING AT WORK

## HR CONFERENCE | 2023

February 28<sup>th</sup>, 2023,  
Grand Hotel Bucharest (former InterContinental), Fortuna Hall

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This year represents for HR a window of opportunity to update, along with the entire organizational culture and structure, its value proposition in a business world of continuous and diverse changes. Creating purpose-driven organizations, DEI empowerment across the employees' work and life cycle, reshaping the workplace learning to present expectations and needs, are just a few of the complex aspects to be addressed this year.

**THE DIPLOMAT-BUCHAREST organizes the 7+ edition of HR CONFERENCE: BELONGING AT WORK in February, 28th, 2023 at Grand Hotel Bucharest, Fortuna Hall.**

In the past years, HR professionals, leaders of Learning and Development, the managers of Employer and Employee Branding, everyone who played a key strategic role into a company, managed to navigate within the perfect storms of pandemic, post-pandemic, war realities, ensuing inflation flow and economic slowdown in all regions. In 2023, we expect to dive in and explore which are the emerging workforce ecosystems, what functioned, what demands adjustments and how the future looks like.

### SESSION I SPEAKERS



**RUXANDRA LUPSA,**  
Eastern Europe HR Director,  
NXP Semiconductors



**ANDREEA NEGRU,**  
Spokesperson,  
Romgaz



**GABRIELA MIHOCI,**  
Group LD & EB Specialist,  
MET



**ADRIANA RECORD,**  
Executive Director,  
CCIFER (CCI France-Roumanie)



**ANDREI MIHAI CRACIUN,**  
Head of Digital  
Transformation,  
West University of Timisoara

### SESSION II SPEAKERS



**NONI JAIN,**  
Europe Geo Head - Talent  
Acquisition (ICore-DOP),  
Wipro Limited



**OANA PITICAS,**  
Employment & White Collar  
Crime Practice Coordinator  
Romania, Noerr



**MIHAELA ROBU,**  
Business Development  
Manager,  
ACCA Southern Europe



**FLAVIA POPA,**  
Secretar General,  
BRD GROUPE SOCIETE  
GENERALE



**GEORGIANA ANDREI,**  
Corporate Sales Director,  
REGINA MARIA

### TARGET AUDIENCE

- CHROs, HR executives, and thought leaders
- Learning and development executives
- Heads of HR technology
- Heads of talent analytics
- Chief diversity officers
- Talent acquisition and recruiting executives
- Analytics and business intelligence leaders

### MEDIA PARTNERS



## AGENDA

**09:00-10:00** Registration and Welcome Coffee

### **10:00-11:15** SESSION I: SEIZING THE WINDOW OF OPPORTUNITY

#### ○ **LEADERSHIP RISING TO THE OCCASION**

The modern workplace is constantly evolving. The past years conveyed to an era-defining changes. Moreover, the work environment has been under siege by economic and geopolitical changes, new technologies emerging, automation, globalization, the shift to remote and hybrid working styles, the mixed setting of different generations. To make the best from these changes, business leaders, employees and employers must rise to the occasion and show a deep understanding of the latest workplace needs and opportunities.

#### ○ **REDEFINING THE WORKPLACE ETHOS**

The HR industry is transforming at a rapid pace due to the advancement of technology and workplace trends. Also in 2023, HR trends are essential to maintaining the HR industry's workflow. The retention, workforce attrition, modern recruitment tools, talent onboarding, challenges of the local and regional labour updates, are only some of the aspects to be tackled during 2023.

#### ○ **EMPLOYER BRANDING AT ITS BEST**

The perspective of employers in developing and updating their branding strategies in 2023 should follow the experiences and the conclusions emerged from the past years. The adjustments to the needs and expectations of the new generation of employees, the bilateral agreement of shaping the new job descriptions, the understanding how the new work environment has changed and towards what outcome, should be part of a mutual and transparent dialogue between companies and people and ending the abstractness and void of corporate speech.

#### ○ **SEARCH, FIND AND MAKE THE BEST OF MEANINGFUL WORK**

Identifying and building the purpose is personal, but companies play a critical role in how it can be expressed and articulated in the benefit of employers, employees and work processes. It's the organization's role and opportunity to figure out how to help people bring that purpose to a finer point of what really matters and create, build and make the best of the organizational roles and work experiences to meet the business performance.

**11:15- 11:30** Coffee Break

### **11:30-13:00** SESSION II: EMERGING NEW WORK MODELS

#### ○ **CULTIVATING REAL ENGAGEMENT: THE APPROACH OF EMPLOYEES AND EMPLOYERS**

Employee engagement has become a key topic in the past years and it has earned a multi-layered perspective. Everything became easier, yet more complex with the emerge of new technologies and automation, but the emotional charge of the past years showed a searing need for humanizing the companies and their corporate structure. In few words, employers should address proactive strategies to respond to continuously updating concerns, needs and create environments where employees can really sense that they are seen, heard, understood and welcomed in the decisional dialogue.

#### ○ **TALENT: NEW MEANINGS, THE RIGHT APPROACH AND EFFECTIVE ACQUISITION**

Demographic shifts. Demands for emerging skills. Non-traditional work models. These are the challenges that face employers around the world, but when it comes to attracting and retaining critical talent, top employers continue to struggle. Boosting visibility into talent supplies and digitizing acquisition to drive a compelling candidate experience is part of the solution. Avoiding attrition, empowerment, freedom of expression and clear role definition also helps. How to do it right?

#### ○ **THE NEW WORK MODELS**

The mix of generations, the emerge of AI and new and continuously changing technologies, the power and ability to keep on functioning and performing in uncertainty and daily stressful environment also generated several good outcomes. People started to seek authentic connection and empathy and the corporations had to adjust their approach from a more human-centric perspective. The work models and patterns changed definitively.

#### ○ **DIVERSITY, EQUITY AND INCLUSION ARE HERE TO STAY**

Diversity, equity, inclusion, belonging and accessibility are more than just buzzwords; they are value that must stay at the forefront of company initiatives, irrespective of market uncertainty. Current DEI and workplace culture initiatives often amount to little more than mandatory annual training. With a looming economic recession, businesses could discover the burdens of addressing shallow or rudimentary DEI initiatives.

**13:00-14:00** Networking lunch