

AN INSIDE LOOK

From awards ceremonies to interactive leadership panels, take a peek at what you missed at this year's *HRO Today Forum EMEA*.

By The Editors

SESSIONS



A group of leading talent acquisition executives discussed their strategies and approaches to getting ahead in a tight labour market. From left to right: Simon Kent, editor-at-large of *HRO Today EMEA*; Vivienne Barclay, vice president of quality operations excellence at Korn Ferry; Kevin Blair, former global vice president of talent acquisition at IBM; and Ingrid Kraaijbeek, leader of HR operations at Bridgestone EMEA.



In today's competitive labour market, attracting talent using traditional methods will not make the cut. Benefits and compensation, while important, are no longer deal breakers—and simply posting a job listing online is not enough to guarantee a quality hire. In his interactive session, HV International's Hélio Vogas shared simple yet effective ways to attract superstars and enhance the employee performance.



Julie Sharp, former head of group HR for Bank of Ireland, facilitates a table topics session inviting forum attendees to discuss, debate, and share their knowledge of the hottest topics in HR.



Attendees gathered to experience the great debate—an interactive town hall-style panel of leaders heading their HR function. From the benefits and challenges of implementing digitalisation to the obstacles standing between HR professionals and a seat on the board, this session covered a range of topics that are top-of-mind for business leaders.

AN INSIDE LOOK



Heba Bassel, resourcing and employer brand senior manager of Vodafone Egypt, and Vladislava Polanskaia, staffing manager of Norgold, accepted the Talent Acquisition Team of the Year Awards recognising their excellence and innovation in the realm of talent acquisition.



Every day, people form perceptions about organisations as employers based on their social media presence. In this panel, three HR leaders shared their challenges and successes in managing that perception without losing control of their employer brand. From left to right: Elliot Clark, CEO of SharedXpertise and publisher of *HRO Today*; Sarah Hashim Al Rifai, senior manager of HR and business development at Gulf Bank of Kuwait; Jason Munoz, head of global talent acquisition at Weatherford; and Andrew Wilkinson, executive leader and group managing director of Europe and APAC at PeopleScout.



Andrew Wilkinson of PeopleScout presented the Employer Brand of the Year Award to Leah Lenihan, recruitment marketing manager of Marriott, for the company's forward-thinking approach to employer brand and the leaders who drive it forward.



HRO Today Forum EMEA attendees enjoyed a night of whiskey and fun at the original Jameson distillery. The evening included a tour of the distillery, featuring a serving of heritage and history alongside a comparative whiskey tasting.