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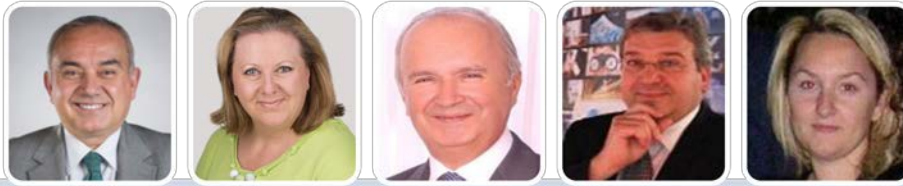
PROUDLY PRESENTS



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Industry Leading Speakers



LEVENT YARAR

Director Executive Education Centre
Istanbul Bilgi University

JÓZEFA FAWCETT

Chief Learning Officer
JFI

HALUK ERTAN

Director of People Services
Ciragan Palace Kempinski Hotel

FERNANDO SALVETTI

Founder Logos Knowledge Network

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ALPER TOLKAP

HR Strategic Development Director
Coca Cola İçecek

OZAN ÇIBİK

Head of Academy
Deniz Bank

DR FELIX LANGNESS

Principal
Kienbaum Management Consultants

IDİL ERİM SEKER

Senior Director HR
Yıldız Holding

LEYLA SPENCER

Managing Director Turkey
Kinbaum Management Consultants

LEEKYUNG KIM

Executive Director HR Lead
MSD Turkey

Full speaker bios are on our website

Our Speaker Alumni



And many more...



The WECU Story

Since 2011 Orchid Associates have produced and run a series of events entitled the World Evolving Corporate Universities (WECU) Forum.

Across eleven countries spanning Europe, Asia, Middle East, South Africa and Russia, these thought-provoking events have showcased exciting ideas about how to address the challenges of setting up a Corporate University/Academy and presented innovative and creative ways to bring executive education into a brand new era.

New for 3rd quarter 2014 and into 2015, WECU now explores the ongoing challenges organisations face in creating a financially robust and sustainable 'Corporate University.

Our speakers will focus on operational issues and resources needed to provide high level programmes using the very latest pedagogical approaches.

Don't get left behind, be informed and influence the future. We have many sponsorship opportunities and are always looking for inspirational speakers for events



Józefa Fawcett – MA, Fellow CIPD, MBVA, MICDE, AMIFTD
Quality Assurance Adviser to Orchid Associates Group

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Vendor Package* €2500.00 + VAT (I.V.A) @ 21%



WECU Istanbul Event Sponsors



LKN is the knowledge network set up by Barbara Bertagni and Fernando Salvetti in 1996 to serve demanding clients e.g. top 500 "Financial Times" and "Fortune" companies, international and cultural institutions all around the world, delivering cutting-edge solutions essential to people development. People are in need of working and living at their best in the "global" world.



Since its establishment in 1945, Kienbaum has successfully implemented more than 60,000 consulting projects for its clients across the globe through its office network across 22 countries. Their quality standards serve to create long-term and quantifiable benefits for their clients through the successful implementation of their consultancy concepts resulting in sustainable added-value. Working in close co-operation with their clients,, they ensure the optimum use and development of human resources in the company.



Since its founding, ISTANBUL BILGI UNIVERSITY has attempted to establish a cultural and scientific community that promotes tolerance and respect for a diversity of individuals with different lifestyles, beliefs and ways of thinking within the framework of contemporary universal values, while at the same time maintaining strong ties with all segments of the society. BILGI community includes more than students; it also includes faculty, alumni, families, employers and neighboring communities where BILGI is located.



Chicago Booth offers a global education on the cutting edge of business. With campuses in Chicago, London, and Hong Kong and courses taught by Nobel Prize-winning professors, Chicago Booth changes how the world does business. Learn how to think, not what to think.



Hurriyet will serve their customers as a single communication platform with the collaboration between the editorial and advertising teams. You can read the paper, on the web, on your mobile or on a tablet. Every day Hurriyet Gazetesi reaches 1.6 million people, it has the highest reach in AB socio-economic group with 607,000 readers. Hurriyet Kelebek has a daily reach of 1.1million people. Hurriyet Cumatesi is the Saturday supplement and also reaches 1.1 million readers. There are three other publications: Pazar (888k); Seyahat (295k) and Keyif (414k)



Morning Agenda

08.45 – 09.15	Registration and morning coffee
09.15	<p>Welcome and official opening of WECU Forum – Gregory Hasanov Bachtiar, Managing Director, Orchid Associates</p> <p>Opening remarks from Forum Chairs Levent Yarar, Director, Executive Education Centre, Istanbul Bilgi University Józefa Fawcett, Managing Director, JFI Store</p>
09.30	<p>The challenge of taking the Corporate University beyond simply training Levent Yarar, Director, Executive Education Centre, Istanbul Bilgi University</p>
10.00	<p>The secrets to building an unbeatable leadership pipeline Idil Seker, Senior Director Human Resources, Yildiz Holding</p>
10.30	NETWORKING BREAK
11.00	<p>Eliminating waste and allocating resources in your CU on what really counts Felix Langness, Principal Management Consultant, Kienbaum</p>
11.30	<p>The challenge of taking the Corporate University beyond simply training Haluk Ertan, Director of People Services, Ciragan Palace Kempinski Hotel</p>
12.15	<p>MOOCs, SPOCs, and LAPs: How the world of executive education is evolving Józefa Fawcett, Managing Director, JFI Store</p>
12.45	LUNCH BREAK – “HR is Dead – Long Live HR” worldwide research



Afternoon Agenda

13.45	<p>INTERACTIVE PANEL DISCUSSION - "The new era of connected learning and connected learners"</p> <p><u>Panel Chair:</u> Leyla Spencer, Managing Director , Kienbaum (Turkey)</p> <p><u>Panellists:</u> Haluk Ertan, Director of People Services, Ciragan Palace Kempinski Hotel Tuba Sürücü, Business Development and Training Support Director, Yapi Kredi Banking Academy + three 'special' delegate places</p>
14.15	<p>Using augmented reality to facilitate skills development</p> <p>Fernando Salvetti, Founder, LKN</p>
14.45	<p>How to Increase Impact of Long Term Development Programs Through Gamification</p> <p>Ozan Cibik, Head of Academy, Deniz Bank</p>
15.15	<p>NETWORKING BREAK</p>
15.45	<p>The Corporate University learning works</p> <p>Leekyung Kim, Executive Director, HR lead of MSD Turkey</p>
16.15	<p>Accelerate organisational capability building with Corporate University</p> <p>Alper Tokalp, Group Talent & Capability Director, Coca-Cola İçecek, Turkey</p>
16.45	<p>Summary of key learning and action points from WECU Istanbul</p> <p>Józefa Fawcett, Managing Director, JFI Store Levent Yazar, Director, Executive Education Centre, Istanbul Bilgi University</p>
17.00	<p>Closing of the WECU</p> <p>Gregory Hasanov Bachtiar, Managing Director, Orchid Associates</p>



About Us



Orchid Associates is a business events company operating from offices in Asia, Europe and America, with a portfolio of World HRD events.

World Evolving Corporate Universities Forum
HR Development Summit
HR Directors Forum
HR Trends Symposium

These events provide HR professionals with the opportunity to discuss a diverse range of relevant topics with their peers. Extensive research has gone into developing the programmes so as to ensure the key challenges and concerns facing the sector are addressed and that some of the industry's most forward looking thinkers will provide strategies and solutions for the future.

Managing Director, Gregory Hasanov Bachtiar, manages his client relationships with some of the largest corporates around the globe. He has a BA in Commerce and a Masters in Business and Managerial Economics from Bond University, Queensland, Australia and speaks five languages: English, Bahasa Indonesia, Dutch, German and Spanish.



JFI Store is a FIVE FLOOR online training, learning and quality emporium. Created by *Józefa Fawcett International*, a UK-based consultancy with an international reach, Józefa has developed a worldwide profile by balancing three professional roles:

- 1) *Senior Lecturer*: University of Westminster Business School (London) & *Visiting Lecturer*: Moscow State University of Economics, Statistics & Informatics (Moscow)
- 2) *Specialist Learning Adviser*: European Commission lifelong learning projects
- 3) *Practitioner – Trainer, Coach & Speaker*: training workshops and masterclasses in 34 countries on four continents

The European Commission, European Patent Office, Novo Nordisk, SAP, Vigor Academy, British Telecom, NHS University and the Royal Air Force are just some of the many organisations who've benefited from her expertise.

Her passion is to improve business productivity and quality standards through the effective use of training and learning.

[JFI STORE](http://www.jfi-store.com)

[JOZEFA FAWCETT INTERNATIONAL](http://www.jozefa-fawcett-international.com)





Three ways to register to attend:

1. WEB:

http://worldhrd.com/Register_WorldHRD.html

2. PHONE:

+34 911 258 517

3. EMAIL:

raul@orchidassociates.net

Full delegate pass per person €997.00 + VAT (I.V.A) @ 21%

Venue



Biz Cevahir Hotel



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