

#AHRLC
2025

EGYPT

AFRICA HUMAN RESOURCES & LEADERS CONFERENCE

THEME:

Empowering the Future Workforce:
Building Agility, Inclusivity, and Wellbeing in Tomorrow's Workplace
(talent retention, innovation, and adaptability)



Dates: 17th - 21st March 2025

Venue: Radisson Blu Hotel, Cairo Heliopolis

Location: Cairo, Egypt

CONTACT US!!

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Africa HR Leaders Consortium



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OVERVIEW

The HR function is rapidly evolving into a strategic powerhouse that underpins an organization's success. In order for HR and corporate leaders to steer their organizations with foresight and adaptability, it is paramount that they consistently understand the prevailing HR landscape.

Workforce resilience has become a critical element in today's HR landscape, encompassing adaptability, well-being, and agile responses to market shifts which have resulted from recent disruptions in the workforce and increased emphasis on employee resilience. This has triggered more attention to matters AI-driven HR solutions, DEI (Diversity, Equity, and Inclusion), and fostering agility in times of rapid change as will be explored more in this conference.

WHO SHOULD ATTEND

1. HR directors/managers
2. HR business partners
3. HR shared services officers
4. Learning & development directors/managers
5. Training managers/officers
6. Talent & performance management managers
7. People & culture specialists
8. Change & organizational development Specialists
9. Compensation & benefits specialists
10. Anyone interested in gaining more insights into the world of HR

BENEFITS TO DELEGATES

1. Build professional connections and collaborations with HR professionals, industry experts and thought leaders from across Africa and beyond
2. Gain knowledge on innovative HR tools, technologies and solutions to enhance HR operations.
3. Derive practical insights and case studies on best HR practices from an African/global context.
4. Interactive sessions with our community of international speakers.
5. A one of a kind excursion/social networking experience on the last day of the conference.

AFRICA HR LEADERS CONFERENCE

Here are our key theme topics for 2025 edition

✓ Generative AI adaption in HR functions

AI adoption in HR functions has evolved from automating routine tasks to AI adaption, where advanced AI tools are integrated to enhance employee productivity. By leveraging AI for personalized learning, performance analytics, and predictive workforce management, HR can make more informed decisions and create a more dynamic work environment. For example, IBM successfully implemented AI in its HR processes by using AI-driven chatbots for employee queries, predictive analytics for talent acquisition, and AI tools for learning and development. This helped the company reduce employee attrition and improve productivity by tailoring learning programs to individual needs and automating repetitive tasks

✓ Recognizing the real drivers of employee engagement

Gallup has conducted many surveys to shed light on employee engagement with surveys in the recent past showing globally the engagement level at 23% which means HR needs to do more to increase employee engagement levels in organizations. HR needs to implement the real drivers of employee engagement :

- Self-actualization : Roles that provide purpose and fulfillment to employees.
- Esteem needs : Meaningful recognition and development.
- Social needs : The need for belonging and a voice in the organization.
- Safety needs : Job security and managerial support.
- Psychological safety : fair compensation, a conducive work environment.

✓ Sustainable employee wellbeing approach a top priority


As HR, we need to break the paradigm that a “good worker” is someone that stays late, is there first, works over weekends, and never says no to any demand from the organization. (Dr. Dieter Veldsman, Chief Scientist HR and OD, AIHR). HR specialists must understand that great employees are those able to strike balance between demands and resources in tandem with organizational expectations and how to deliver results within such a relationship in a sustainable manner. A sustainable employee wellbeing approach therefore needs to advocate for mental, social, financial, physical, career well being as well as resilience.

✓ Evolving talent dynamics : The emergence of “Phygital Experience”

The word “Phygital”, derived from physical and digital is a key feature of modern talent management. Remote, virtual work environments and the need for real time collaboration have led to integration of both physical and digital work environments. The phygital concept is being propelled by increased use of AI and automation in HR processes, the need for green and sustainable workspaces and more work-life balance among others. Phygital enhances :

- Sustainable and balanced employee engagement.
- Optimal flexibility.
- Global collaboration.
- Optimized productivity : A blend of focus and flexibility.
- Scalable and hands-on training and development strategies.

AFRICA HUMAN RESOURCES & LEADERS CONFERENCE

 Implementing antifragile workplaces

 Learning & development : Integrating gamification in micro-learning

According to the Academy to Innovate HR Report 2024, the volatile economic environment characterized by high inflation costs, recessions, fear of job loss, high standards of living contributes to anxiety, stress and burnout in the modern day worker. The report further asserts that 15% of working age people globally are prone to mental health issues with Gen Z and millennial workers being the most vulnerable as per statistics from World Health Organization. Further the report postulates that the end result has been annual losses of \$1trillion losses due to depression and anxiety.

This necessitates the need to create antifragile workplaces or the antifragile worker by understanding the connection between productivity and wellbeing.

When learning and development programs are broken down into manageable chunks, employees become more receptive and easily retain information acquired. Further, incorporating game mechanics (gamification) into the learning process makes it more effective, engaging and motivating. As organizations aim to enhance employee engagement and retention, integrating gamification into micro-learning is increasingly becoming a dominant part of HR.

Why Africa HR Leaders Conference?

The Africa HR Leaders Conference is an annual event that serves as a pivotal platform for HR professionals across the continent and beyond to converge, collaborate, and strategize, with the overarching goal of advancing HR practices, fostering talent development, and driving organizational growth in the African context.

This conference motivates HR professionals to share insights, best practices, and innovative solutions, enabling attendees to address the unique challenges and opportunities presented by the diverse African workforce.

Through engaging discussions, workshops, and networking opportunities, the conference aims to empower HR leaders to be at the forefront in driving organizational success through effective people management, shaping the future of work in Africa and ultimately contributing to economic and social development across the region.



Africa HR Leaders Topics

Conference Topics

1. Digital Leadership in the AI-Driven Workplace : Navigating leadership with AI-enhanced decision-making and personalized performance strategies in a digital-first environment.
 2. Building a Culture of Trust and Data Security : Engaging employees in cybersecurity and data privacy practices to foster organizational resilience.
 3. Redefining Talent Acquisition for the Hybrid Workforce : Leveraging digital tools and hybrid models to recruit and retain talent effectively in a flexible, post-pandemic workspace.
 4. Navigating the African HR Landscape : Addressing compliance, local labor laws, and social complexities unique to the continent's diverse economies.
 5. Beyond Metrics : Balancing Engagement, Well-being, and Productivity in Performance Management : Shifting from purely quantitative measures to holistic, engagement-driven metrics that foster sustainable performance.
 6. Gamification and Recognition in Performance Management : Redesigning rewards and recognition frameworks with gamification to motivate and retain the modern workforce.
 7. Intergenerational Skill-Building and Mentorship : Creating impactful coaching and mentorship programs that leverage diverse generational perspectives and skills.
 8. Evolving DEI Strategies in Hybrid and Remote Teams : Advancing Diversity, Equity, and Inclusion to build culturally adaptive, inclusive, and high-performing distributed teams.
 9. Future-Proofing the Workforce through Agile Upskilling : Promoting a growth mindset and designing continuous learning journeys tailored to address Africa's evolving skills landscape.
 10. Strengthening Workforce Resilience and Antifragility : Cultivating adaptability by empowering employees to view challenges as growth opportunities.
- Wellness-Integrated Innovation : Embedding wellness practices into the creative process to foster mindful, innovative, and sustainable workflows.

DISCOVER CAIRO @AHRLC EGYPT



Discover the wonders of Cairo

Cairo is not just a business hub, but a city rich in history and cultural heritage. While you are here, take the opportunity to explore :

1. The Pyramids of Giza : One of the Seven Wonders of the Ancient World, a must-see landmark that showcases Egypt's incredible history.
2. The Egyptian Museum : Home to the world's largest collection of Pharaonic antiquities, including treasures from King Tutankhamun's tomb.
3. Khan El Khalili Bazaar : Lose yourself in the bustling markets of old Cairo, where you can shop for authentic Egyptian goods, spices, and crafts.
4. The Citadel of Saladin : A medieval Islamic fortification offering panoramic views of the city, and home to the magnificent Mosque of Muhammad Ali.
5. Nile River Cruises : Unwind after a productive day by taking a sunset cruise on the iconic Nile River, the lifeblood of Egypt.
- 6.

This is more than a conference—it's your opportunity to expand your HR expertise and engage with Africa's top HR executives, thought leaders, and innovators, all under one roof, to shape the future of human resource management across the continent while experiencing the captivating beauty and culture of Cairo



Africa HR & Corporate Leaders Conference 2025

CONTRACT REGISTRATION FORM

Terms & Condition apply.

Please note all delegates are required to also make their official reservation and create their own account through our online event page.
To register, please provide the following information and Send this form to **EMAIL: info@abmc-int.com**

1. Dr. /Mr. /Mrs. /Miss:

Department:

Position:

Email:

Cell:

2. Dr. /Mr. /Mrs. /Miss:

Department:

Position:

Email:

Cell:

3. Dr. /Mr. /Mrs. /Miss:

Department:

Position:

Email:

Cell:



ALL PRICES EXCLUDING VAT WHERE APPLICABLE ; The fee covers for conference fee, training material, certificate, meals and refreshments during the conference and Excursion tour for all international delegates, this fee does not cover accommodation and transportation or airport pick up fees, please consult our operations for further assistance if you need help on this

- 1st Early bird ticket before 31st December 2024 - \$990 per delegate
- 2nd Early bird ticket before 7th February 2024 - \$1,190 per delegate
- Booking AFTER 7th February 2024 - \$1,390 per delegate
- All EGYPTIAN delegation residence - Host Country fee - \$ 500 per delegate
- Block booking 3 & above \$1,190 per delegate

AUTHORIZATION: All Registration should be completed also Online

Signatory must be authorized to sign on behalf of contracting organization, any cancellation should be done in writing 30 days before the training dates there after 100% course fee will be charged, a substitute will be accepted

This booking is invalid without a signature.

Name:

Job Title:

Organization:

Physical Address:

Postal Address:

SIGNATURE:

Cell / D – Line:

Email:

TIN/PIN No.:

Telephone:

Registration Date:

Terms & Condition for this Service Level Agreement

1. Signatory must be authorized to sign on behalf of contracting organization.
2. Any cancellation should be done in writing 30 days before the training dates there after 100% course fee will be charged, however a substitute will be accepted .
3. This booking is invalid without a signature.
4. This contract booking is final, there will be no refunds for any cancellations, partial or in full, made by the client after 30 days, no show is considered a cancellation and no refund will be made .
5. If the client decides to cancel, the full invoice remains payable after 30 days to the event.
6. Written cancellation before 30 days to the event, entitles the client to a credit voucher to attend a future event with ABMC International less service charge.
7. ABMC International reserves the right to modify the content, timing, speakers or venue of the conference should circumstances dictate. The event may be postponed or cancelled due to acts of terrorism, war, extreme weather conditions, industrial action, force majeure or any event beyond the control of ABMC International.
8. Clients who wish to make payment closer to the event dates or at the event are required to fill in ABMC International payment guarantee otherwise full payment is required within 5 working days.
9. Any dispute related to attendance and payments of this sales will be resolved under the court of Law as per terms and condition of this service level agreement contract and all the legal fees involved shall be billed to the client.
10. A Purchase Order is acceptable as form of payment, however payable within 15 days after the event.

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