



## KEYNOTE SPEAKER

**SOPHIE HACKFORD, Global Technology Futurist**

Sophie Hackford is a futurist, researching the latest technological and scientific breakthroughs from around the world.

As part of her research, Sophie advises executive teams and boards of large companies on understanding new technologies defining the new economy.

She is also the founding CEO of data and AI company, 1715 Labs, which she is currently working on out of the Astrophysics department at Oxford University.

This follows a career building businesses for WIRED magazine, for Singularity University at the NASA Research Park in Silicon Valley, and prior to California, the interdisciplinary Oxford Martin School at Oxford University, where she raised more than US\$120m of research investment. (Source:www.londonspeakerbureau.com)

*In her keynote address, Sophie will take us on an incredible whistle-stop tour of science and technology breakthroughs from around the world and give us an insight into the technologies that are shaping the future of our organisations and our people.*

*She will give specific focus to: Artificial Intelligence, Virtual Reality (impact on training), Data Analytics and Future Skills.*

<https://sophiehackford.com/>

[www.shannonchamber.ie/events/shaping-the-hr-people-management-landscape-an-unfolding-future/](http://www.shannonchamber.ie/events/shaping-the-hr-people-management-landscape-an-unfolding-future/)

## Interactive Workshop - Design Thinking

In this highly interactive afternoon workshop, conference delegates will hear how creativity and innovation, once primarily associated with product development, must now be promoted by HR practitioners and business owners as a cross-functional activity involving the use of novel techniques such as 'Design Thinking' within companies. Fergal Brophy, Entrepreneurial Specialist at UCD Innovation Academy and an authority on Design Thinking, will explain the concept, which consists of a human-centred, solution-based design approach.

## Book Your Place

To book your place at this 1-day Conference and Workshop, log onto:

[www.shannonchamber.ie/events/shaping-the-hr-people-management-landscape-an-unfolding-future/](http://www.shannonchamber.ie/events/shaping-the-hr-people-management-landscape-an-unfolding-future/)

### Anchor Sponsor



### Associate Sponsors



### Participating Companies



# Shaping the HR & People Management Landscape



## An Unfolding Future

## Conference & Workshop

Dromoland Castle Hotel  
Thursday, 2 May 2019

# About The Conference

What does the future of work hold for us, as individuals, for the environments in which we operate and work within and, for how we make decisions?



This Conference and associated workshop have been framed to provide some answers to this question, to open our minds to what might lie ahead, and to understand the many new possibilities being presented to us by advancing technologies

The conference programme will expand this conversation, challenge our thinking on how technologies such as automation, robotics and artificial intelligence may change the way we work, where we work and the skills we need to work.

Whilst the 'Future of Work' is much-used term today and leaves lots of room for debate, how different is it really? Are we not always looking ahead and planning accordingly?

The question is: How totally different is the horizon we face and how should business leaders and HR practitioners prepare for this unfolding future of work?

**Futurist and technologist Sophie Hackford travels the world researching the latest technological and scientific breakthroughs. She advises executive teams and boards of large companies on understanding new technologies defining the new economy.**

**She will share this wisdom in her keynote address.**

## Conference Programme

- 07.30am Registration and light refreshments
- 08.30am **Mixing & Matching Ideas**  
Fergal Brophy, Entrepreneurial Specialist, UCD Innovation Academy
- 09.35am **Best-in-class practices across organisations in preparing for the Workplaces of the Future**  
John Ryan, CEO, Great Place to Work in Ireland
- 10.30am Coffee and Networking
- 11.00am **The Changing and Challenging World of HR and its impact on recruitment, learning and development and, flexible working**  
**Panel Discussion**  
Gillian Power, HR Manager, Lufthansa Technik Turbine Shannon  
Jemma Carty, HR Site Lead, DELL Technologies, Limerick  
Sarah McDonough, Director, Atomic DNA  
Deirdre Bennett, Director of HR, Chanelle Group
- 11.45am **The Endless Possibilities of Technological Progress**  
**Keynote Address by:**  
**Sophie Hackford, Global Technology Futurist**
- 12.45pm Q&A
- 13.00pm Lunch & Networking
- 14.15pm **Design Thinking Workshop with Fergal Brophy** (See back cover for full details)
- 16.30pm Closing remarks

## About the Presenters

**FERGAL BROPHY, Entrepreneurial Specialist, UCD Innovation Academy**

Fergal is Entrepreneurial Specialist at the Innovation Academy, University College Dublin and Founder/MD at Open Innovation Services. His focus is on innovation, creativity and entrepreneurship for corporates and SMEs. He has advised on a wide range of problem-solving initiatives at ESB, MetLife, Deloitte, PwC, BDO, Adobe, Roche Pharma, Primark, Bank of Ireland, Enterprise Ireland, Irish Stock Exchange, The Probation Service, Health Research Board (HRB) and numerous SMEs. Fergal is lead facilitator for the Innovation Pillar on Enterprise Ireland's Go Global 4 Growth management development programme and is a mentor to awardees of the not-for-profit Social Innovation Fund (SIF).



**JOHN RYAN, CEO, Great Place to Work in Ireland**

John is the CEO at Great Place to Work in Ireland, which focuses on assisting organisations to create high-performing workplaces. A business graduate of Dublin City University, John initially started his career as a broadcast journalist. He went on to establish his own training and development company focused on delivering behavioural courses across a range of disciplines including strategic decision making and negotiation skills. An international trainer and speaker focusing on workplace success, culture, trust and wellbeing, John is a regular media contributor on a range of workplace topics.



## About the Panellists

**GILLIAN POWER, HR Manager, Lufthansa Technik Turbine Shannon**

Gillian is a business graduate of the University of Limerick and also holds a Masters in Human Resource Management as well as various industrial relations qualifications. Gillian joined Lufthansa in 2003 and has gained vast experience in all aspects of HR, employee engagement, management, training and industrial relations. She works on both local and international projects within the group, including new business start-ups. With a passion for employee engagement, people development and communication, Gillian believes understanding both the Company's and the employees' needs are key to organisational success and is a strong advocate for fairness.



**JEMMA CARTY, HR Site Lead, Dell Technologies, Limerick**

A HR Leader with 20 years' experience working for various multinationals in the technology, medical device, automotive and aerospace industries.

Jemma holds a Masters in HR and has qualifications in industrial relations and executive coaching.

Jemma is passionate about employee engagement and people development and believes that when you grow as individuals, you and the company grow together. The "People Philosophy" of a business should include offering tools and resources to make it easier to do great work, have fun, build strong relationships, encourage personal and professional development and achieve your full potential.



**SARAH McDONOUGH, Director, Atomic DNA**

Sarah is Director of Atomic DNA, the employer brand specialists based in Dublin. She brings over 20 years of marketing and branding experience to Atomic DNA. In addition to running her own agency for over 10 years with clients as diverse as O2, Ulster Bank and IBEC, she has held various senior marketing and communications roles at Microsoft, Trinity College Dublin, Coillte and Telefonica. Sarah holds an MBA, advanced management diploma and International Commerce degree from UCD.



**DEIRDRE BENNETT, Director of HR, Chanelle Group**

Deirdre is an experienced HR Director working within the pharmaceutical sector and previously in the multinational financial services industry. Skilled in areas such as organisational design, business and cultural transformation, strategy development, leadership development, coaching, strategic and operational HR, Deirdre is a graduate of Edinburgh Napier University with an MSc in Human Resource Management.

