

free virtual event

dec. 8,
2021

14:00 - 18:00	KSA	GMT +3
11:00 - 15:00	UK	GMT
06:00 - 10:00	US	EST
03:00 - 07:00	US	PST

the **great** resignation:
have the edge and win
the war for talent.

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in
people analytics
forum 2021

organized by **maven**
insights



be there.
be in the know.
register today.

Millions of employees have quit their jobs since the pandemic.

To address the problem, we need to understand why people are leaving in the first place.

During the 5th PAForum, our renowned speakers will answer two relevant questions:

Why are people leaving? And how can you keep your top talent in the fold by using people analytics?

Witness how People Analytics is disrupting the way HR operates and don't miss this year's free virtual event!

our partners





Ross Sparkman

Head of Strategic Workforce Planning

Ross is the Head of Strategic Workforce Planning at Nike. He specializes in Human Capital Strategy, Strategic Workforce Planning and People Analytics. Before joining Nike, Ross led Strategic Workforce Planning at LinkedIn, Facebook, GE Aviation, among others.



Allison Baum Gates

General Partner

Allison is an investor, author, and insightful speaker, specializing in the future of work. She invests in technology - transforming work, health and financial wellness. She is a contributing writer for Forbes and a guest lecturer at Columbia Business School and UC Berkeley-Haas.



David Simmonds

Chairman

David is an expert in human capital and data analysis. Before founding HR Analytics, he was a principal / senior lecturer for West London, Westminster, and Chichester Universities. He is a CIPD Chartered Fellow, owning an ISO 30414 Human Capital Management reporting certification.



Dr. Anthony Hesketh

Associate Professor

Dr. Hesketh is an Associate Professor in the Management School at Lancaster University. Specialising in human capital analytics, advising 'Big Four' firm EY, and a thought leader for the executive think tank Critical Eye, Ant's primary quest is to see human capital recognised on the balance sheet.



Ken Klein

Co-founder

Ken's 25 years in Silicon Valley span roles as a CEO of private and public companies and as a member of 20 technology company boards. He has a proven track record leading, scaling, and driving change in enterprise technology companies from pre-revenue to \$1B.



Dr. Vahed Qazvinian

Co-founder

Dr. Vahed holds a Ph.D. in Computer Science, specializing in Natural Language Processing and Machine Learning. He has published over 20 papers in top AI journals. In addition, he developed machine learning algorithms that answer queries in over ten languages for Google.



Dr. Andrea Derler

Principal, Research and Customer Value

Dr. Andrea is a renowned researcher of human capital practices, specializing in organizational change, talent and leadership development, performance management, DEIB, and corporate growth mindset. Before Visier, she led research at the NeuroLeadership Institute and Bersin-Deloitte.



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14:00 - 14:15

opening note

keynotes

14:15 - 14:50

Ross Sparkman, Head of Strategic Workforce Planning - **Nike****Using People Analytics to Understand Staff Attrition**

A record number of employees are quitting around the world. In this interactive session, Ross Sparkman will explain the causes of the attrition, giving tips and tricks about turning People Analytics into retention strategies.

14:50 - 15:25

Dr. Andrea Derler, Principal, Research and Customer Value - **Visier****How to Stop the Exit - A Data-Driven Approach to Retaining Your Top Talent**

In this session, Dr. Andrea will highlight key trends from an in-depth analysis of over 9 million employee records from over 4,000 companies; reflecting on the financial impact on enterprise businesses and sharing best practices for mitigating current and future resignation waves.

sessions

15:25 - 16:00

David Simmonds, Chairman - **HCM Metrics****How the Great Resignation Affects HR Reporting Standards**

David, the first individual to receive a professional certification for ISO 30414 Human Capital Management reporting, will walk the audience through how to use metrics to tackle resignation, enhance recruitment, and ensure succession planning; showcasing the importance of standardized reporting.

16:00 - 16:35

Dr. Anthony Hesketh, Associate Professor - **Lancaster University****Employee Value: An Analytical Proposition**

In this session, Dr. Anthony Hesketh, one of the globe's foremost thinkers in the people analytics space, explores the capacity of firms to identify, protect and enhance their employee value propositions as the interests of investors, regulators, and employees collide.

16:35 - 17:10

Allison Baum Gates, General Partner - **SemperVirens****Investing in Technology for the Future of Work**

Allison has been thinking about the Future of Work for decades. In this insight-filled session, she will demonstrate how technology redefines the future of work and how your organization can evolve post-pandemic and prioritize its investments in HR Tech.

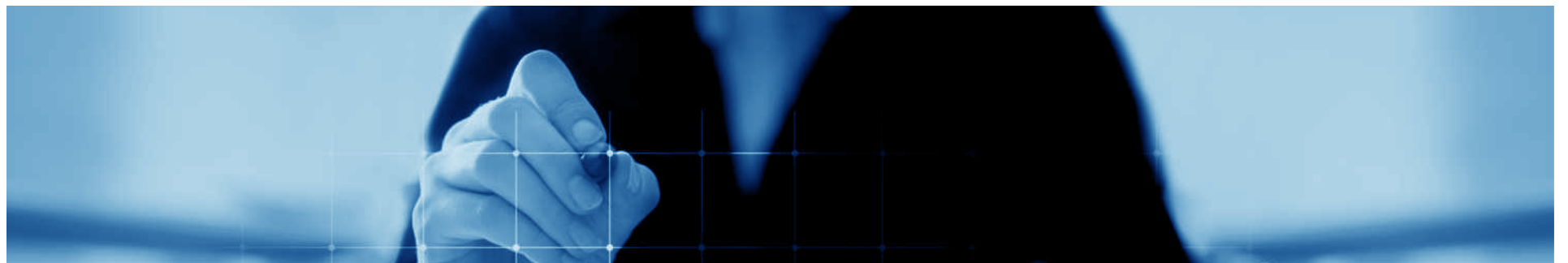
17:10 - 17:45

Ken Klein, Dr. Vahed Qazvinian, Co-founders - **Praisidio****Solving Employee Attrition with Data and AI**

The great resignation and remote working are forcing enterprises to re-imagine approaches for employee engagement and retention. Ken and Dr. Vahed will explain how data and machine learning algorithms provide critical, actionable insights and help HR managers to make better decisions.

17:45 - 18:00

closing note



a must-attend.



Engage with top People Analytics thought leaders and practitioners



Learn how to use data to drive better, fact-based, people-decisions



Connect with leading technology and service providers and explore the latest global best practices



Access interactive sessions designed to develop and enhance your People Analytics skills



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you will receive a **confirmation email** with the **access details**

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registration open until

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