physical event

paforums
2023

6ᵗʰ edition ▪ GCC
forum brochure

tues. nov. 14, 2023

CROWNE PLAZA RIYADH RDC
10:00   **KSA** GMT +3

humanizing the workplace with the power of **AI** and **People Analytics**

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in
people analytics
forum 2023

organized by **maven**
insights

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register today!

The workplace is changing rapidly, and so are the needs and expectations of employees.
How can organizations leverage the power of AI and People Analytics to create a more human-centric and engaging work environment?

At the 6th PAForum, you will have the opportunity to hear from our distinguished speakers who will showcase the benefits and challenges of using data-driven insights to enhance employee experience, performance, and well-being.

Don't miss out on this year's event at Crowne Plaza Riyadh RDC and witness how Artificial Intelligence and People Analytics are revolutionizing the workplace.

paforums | 2023 our speakers

Ross Sparkman
Former Head of Strategic Workforce Planning

Ross is a well-known expert in Human Capital Strategy, Strategic Workforce Planning, and People Analytics. With 15 years of experience in these areas, he advises organizations and senior leaders on aligning HR and corporate strategies.

Nike, Facebook (Meta)

Dr. Anthony Hesketh
Associate Professor

Dr. Anthony Hesketh is an Associate Professor at Lancaster University's Management School. Specializing 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 recognized on the balance sheet.

Lancaster University

Stela Lupushor
Founder

Stela Lupushor is a thought leader, speaker, educator and futurist on a mission to humanize the workplace. She provides valuable guidance to startups, venture funds, and mature enterprises helping them leverage design thinking, technology, and analytics to foster a sense of inclusivity within their organizations.

Reframe.Work Inc.

and panelists

Nabil Batawi
Group Chief HR Officer (CHRO)

Alkhorayef Group

Ahmed Alhomoud
Group Chief HR Officer (CHRO)

Cenomi Group

Mohammed Alkhamis
Human Capital VP

The Royal Commission for AlUla

Adel Alghamdi
Assistant Deputy Minister for HR

Ministry of Industry and Mineral Resources

Abdulaziz Alshehri
Human Capital VP

Mining Sector

paforums | 20 23   agenda

paforums.org

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tues.
nov. 14

| 10:00 - 10:15 | welcome drink + networking |
| 10:15 - 10:20 | opening note |

keynote sessions

10:20 - 11:00

Ross Sparkman, Former Head of Strategic Workforce Planning - **Nike, Facebook (Meta) and GE Aviation | Private Consultant**

Future-Focused Workforce Planning: Navigating an AI-Driven Workforce
Over the past year, AI has displayed its real-world capabilities in different industries and applications worldwide. With ongoing advancements, the impact of AI on work processes and workforce structures will be significant. This session aims to guide organizations in strategizing for their future workforces amidst the transformative changes and opportunities arising from AI.

11:00 - 11:40

Dr. Anthony Hesketh, Associate Professor - **Lancaster University**

Laughing Lost in the Data Mountains: Navigating HR analytics in a new artificial intelligence age.
Get ready to explore the fascinating world of AI in HR. We'll examine the alignment of AI rhetoric with reality, explore AI's potential in making intangible aspects of business tangible, and address ethical dilemmas in managing and thinking quantamentally. Discover the intriguing interplay between AI and HR, and how it can transform our perspective and utilization of human capital.

11:40 - 12:00   **coffee break**

12:00 - 12:40

Stela Lupushor, Founder - **Reframe.Work Inc.**

Humanizing HR: How AI Can Enhance the Employee Experience
AI is transforming HR by automating tasks, streamlining operations, and improving decision-making. This session explores how AI can create a human-centric HR approach, fostering trust, empathy, and collaboration. We will discuss the transformative power of generative AI in creating a personalized and optimized workforce experience that enhances organizational performance and employment brand.

panel discussion

12:40 - 13:25

Nabil Batawi, CHRO - **Alkhorayef Group**   **Ahmed Alhomoud,** CHRO - **Cenomi Group**   **Mohammed Alkhamis,** Human Capital VP - **The Royal Commission for AlUla**
Adel Alghamdi, Assistant Deputy Minister for HR - **Ministry of Industry and Mineral Resources**   **Abdulaziz Alshehri,** Human Capital VP - **Mining Sector**

During this panel discussion, prominent Saudi Executives will showcase Real-Life success stories and practical examples of how AI and People Analytics have been implemented effectively

13:25 - 13:30   **closing note**

13:30 - 15:00

executive roundtable and networking lunch | post-event exclusive access

Experience an engaging and informative executive roundtable discussion featuring our esteemed speakers and experts, focusing on pertinent topics of significance to leaders in Saudi Organizations. Following the discussion, a networking lunch will be provided.

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 end enhance your People Analytics skills

how to register

visit our website

paforums.org

click on

register now

fill in your **details,**

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

registration open until

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