

# TALENT AGENDA SERIES

Africa's Human Capital Platform

Conferences • Community • Conversations • Connections



Connecting your organisation to 40,000+ HR decision - makers across Africa

**For more information:**

[www.talentagendaseries.com](http://www.talentagendaseries.com)

+44 (0) 208 834 0300



A Global Career Company Initiative  
Now in its 4th year

## Global Career Company

Global Career Company is a specialist human capital consultancy focused on Africa. Established more than 15 years ago, the company delivers a range of recruitment and talent insight services through a diverse team of sector and market specialists and a range of well-known regional brands, including the highly successful Careers in Africa, GCC Search and Talent Agenda Series initiatives.

By maintaining relationships with key partners worldwide, by building on a track record of credibility through successful outcomes for clients and candidates, by continuing to extend our leadership of knowledge in this market and by offering excellence across a diverse mix of industry, function and market requirements, we have become, and will remain, the consultancy of choice for more than 550 leading employers across emerging markets.

"After years of building deep relationships with Africa's HR community via our recruitment and insight services, it was a natural step for Global Career Company to create the Talent Agenda Series. Through this platform, we bring together our community for the benefit of human capital across the region. As a delegate at our first Talent Agenda Series event once said, "A rising tide lifts all boats" and this spirit of collaboration around human capital is what continues to drive the discussions four years on."



*Rupert Adcock, CEO*

## Talent Agenda Series

The Talent Agenda Series is Africa's human capital platform, bringing HR and business leaders together on a regional basis across the continent to tackle talent management and capacity development challenges.



Through interactive sessions, cutting - edge research and thought - leading expertise, local, regional and multinational organisations connect to share best practice, network with peers and develop solutions for leveraging the expanding talent pool and driving business growth in a time of disruption.

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Talent Agenda Series audiences are composed of the driving forces in business and HR leadership across Africa. Executive leaders and technical HR experts come together to share experiences and shape the future of human capital on the continent. The connections they make with each other and with key providers are game-changing.

Every event in the Talent Agenda Series brings insight on the human capital topics that impact local, regional and multinational organisations operating across the continent, but with a special focus addressing the nuances of doing business in each particular region.

# Talent Agenda Series 2018



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## TALENT AGENDA WEST AFRICA ■■■

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**18<sup>th</sup>-19<sup>th</sup> April 2018, Lagos, Nigeria**

This launch event will be taking place in Lagos, Nigeria. 200 HR and business leaders from all sectors around West Africa will gather in Global Career Company's biggest market to discuss topics including 'Elevating women in business' and 'How to communicate a strong employer brand'. From Lagos, one of Africa's economic megacities, we can assess diverse regional human capital trends in markets ranging from high-growth to recovery.

## TALENT AGENDA FRANCOPHONE ■■■

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**20<sup>th</sup>-21<sup>st</sup> June 2018, Abidjan, Côte d'Ivoire**

In a high-growth market where dozens of major employers are flocking to set up regional business units, the human capital trends make for particularly interesting discussion. The need to foster greater regional integration has an impact on leadership development, recruitment strategies, organisational design and many more themes which will come under discussion.

## TALENT AGENDA EAST AFRICA ■■■

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**13<sup>th</sup>-14<sup>th</sup> September 2018, Nairobi, Kenya**

Entering its third year, this market - leading conference has seen us most recently partner with The Institute of Human Resource Management in Kenya to deliver training programmes for HR leaders alongside key market trends for the region. We are delighted to return this year, bringing leaders together for discussions of disruption from the perspectives of both technical innovation and familiar socio-economic and political themes.

## TALENT AGENDA SOUTHERN AFRICA ■■■

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**24<sup>th</sup>-25<sup>th</sup> October 2018, Johannesburg, South Africa**

Returning for its fifth year, the region's pre-eminent human capital conference brings organisations together to discuss the latest trends and techniques in human capital management for organisations in Southern Africa, as well as Southern African organisations focused on regional integration and expansion into Africa as a whole.

# Connecting People to Unlock Africa's Talent Potential

The Talent Agenda Series creates a platform for key stakeholders to connect and progress the human capital discussion via exceptional conferences across the continent and a year-round online community.



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## Why attend

- Shape emerging human capital trends in Africa
- Network with key business leaders and HR trend-setters
- Showcase solutions to support organisations in human capital management
- Take part in multi-stakeholder capacity development discussions
- Engage government, multilateral and intergovernmental organisations
- Seek out potential support and funding for projects
- Collaborate with business and HR leaders across the continent

## Media

- Key international media will be invited to the meeting to document and describe the latest human capital insight.



## Networking opportunities

- Sponsors will benefit from networking opportunities with C-Suite HR, business leaders, private - sector companies, intergovernmental and multilateral organisations, and other stakeholders, including high - level speakers.
- Opportunities for scheduled or impromptu meetings are also available and can be facilitated.

# Shaping the Human Capital Discussion in Africa

Talent Agenda Series discussions cover a vast array of human capital topics; combining the core talent matters affecting all organisations with regionally and market - specific discussions of the moment championed by our community of HR and business leaders.

CHANGE MANAGEMENT	LEADERSHIP DEVELOPMENT	REWARD & BENEFITS	RECRUITMENT
EMPLOYEE ENGAGEMENT	PERFORMANCE MANAGEMENT	DISRUPTIVE TRENDS	CAPACITY DEVELOPMENT
HR DATA ANALYTICS	MILLENNIALS	POWER OF PLACE	WORKPLACE CULTURE
EMPLOYER BRANDING	TALENT MOBILITY	FUTURE HR LEADERS	ORGANISATIONAL DESIGN
EXECUTIVE EDUCATION	PAYROLL & ACCOUNTING	TRAINING & COACHING	OUTSOURCING & SHARED SERVICES

# Meet Africa's HR and Business Leadership

Our audience is a diverse group of business and HR leaders from corporate, SME, NGO and public - sector organisations, comprising multinational, regional and local entities across all sectors.



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CEO, AfriCapital Group • Director Human Resources, Aga Khan University • Chief Operating Officer, Africa Region, KPMG • HR Director, Lafarge Holcim • Group CEO, Nation Media Group • Chief Human Resources Officer, NMB • HR Director Sub Saharan Africa, Nielsen • HR Director, Nigerian Breweries • CEO Africa, Old Mutual • CEO, Sport Pesa • Head of Human Resources, Standard Chartered Bank • Head of Human Resources, Steward Bank • HR Business Partner, Syngenta East Africa Ltd • Head of Human Resources, Aggreko • Chief HR Officer, Airtel • HR Director, Airtel • Head of Talent Management, Bain & Company • CEO, Banque Atlantique Chief of Staff, Barclays • Chief Operating Officer, Bayport Financial Services • Head of HR, BBOXX • Founder and Chairman, Brand Africa • Director of Operations, Bridge International Academies • HR Director, Britam • Area Head of Talent, British American Tobacco • HR Business Partner, Cameron • HR Business Partner, Capespan • Regional Director for Africa, CDC Group plc • HR Director, Central Bank of Kenya • HR Business Partner, Centum Investment • HR Business Partner, Chevron • HR Director, Citi • Managing Director, Coca-Cola Beverages Africa • HR Director, Colgate Palmolive • Head of Human Resources, Consolidated Bank • HR Director, DAC Aviation International • Head of HR, DAMCO • Senior Manager, Deloitte • Head of HR, Diageo • Head of Human Capital Management, Diamond Bank • HR Director, Digital Planet • Head of Human Resources Africa, Distell Group Ltd • HR Business Partner, East African Breweries Ltd • Learning and Development Manager, ECLOF • CEO, Ecobank • Managing Editor, Edge Magazine • CEO, Exim Bank • Global Talent Acquisition Leader Africa, GE • CEO, Haussmann group • HR Director, MEA, Heineken International • HR Director, IBM • Head of Corporate Communications, IHRM • Executive Director, IHRM • Chief HRO, Geothermal, KenGen • Chief Operating Officer, Kenya Airways • Business partner, WPP-Scangroup Ltd • CEO, Sons and Daughters Enterprises LTD • CEO, Sport Pesa • CEO, UBA • Chief Human Resources Officer, Telkom kenya • Chief Human Resources Officer, Vodacom Group • Country HR Manager at Shell South Africa, Shell • Director, Venturemates Africa • HRD, L'Oreal • Manager Human Capital, MTN • Group CEO, Nation Media Group • Human Resource Head, Abay Bank • Managing Director, Accenture • Managing Director, Actis • HR Director, Afreximbank • Chief HR Officer, African Development Bank • HR Director, African Sun Hotels • HR Director, Performances Group • Head of Talent Acquisition and Advisory, Philips • Head of Human Resources, Plan International Kenya • CEO, Political Futures Consultancy • Head Human Resources, Prudential • Chief Human Resources Officer, Puma • Partner - HC Leader for Africa, PwC • Chairman, Safal Group • Head of Human Capital, Saham Group • HR Director, SAP • Global CEO, Savanna Tobacco • HRD, Somdiaa • Leadership Development Director, Africa, Unilever • Manager Talent Acquisition, World Bank • Manager, HRBP, Vistaprint • Managing Director, Standard Chartered Bank • Head of Talent Acquisition and Advisory, Philips • Head Of Human Resources, Plan International Kenya • CEO, Political Futures Consultancy • Head Human Resources, Prudential • Chief Human Resources Officer, Puma Group • Talent Development Manager, Tiger Brands • Head of HR, Bolloré Logistics • Head of Human Resources, Standard Chartered Bank • Head of Resourcing, United Wealth • HR Business Partner, Syngenta East Africa Ltd • HR Director, Tullow Oil Ghana • HR Director, Somdiaa • HR Director, Ugandan National Roads Authority • Human Resources Business Partner, VSO Rwanda • Human Resources Director, Total Ethiopia S.C. - Belcash Technology Solutions PLC • HR Director, The Rockaway Development & Revitalization Corporation • Managing Director, Zanaco • President & Chief Executive Officer, TDB

# Audience Demographics

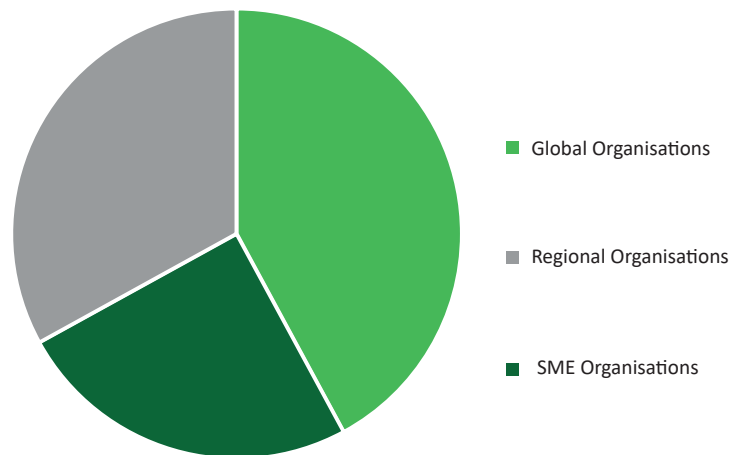
The Pan-African network of HR and business leaders who make up the audience for The Talent Agenda Series represent a wide variety of local, regional and international businesses and other organisations.

The Talent Agenda Series is built around a peer - to - peer dialogue, knowledge exchange and structured face to face meetings. Gain access to targeted buyers from leading organisations who are looking for solutions to human capital, capacity development and talent management challenges.

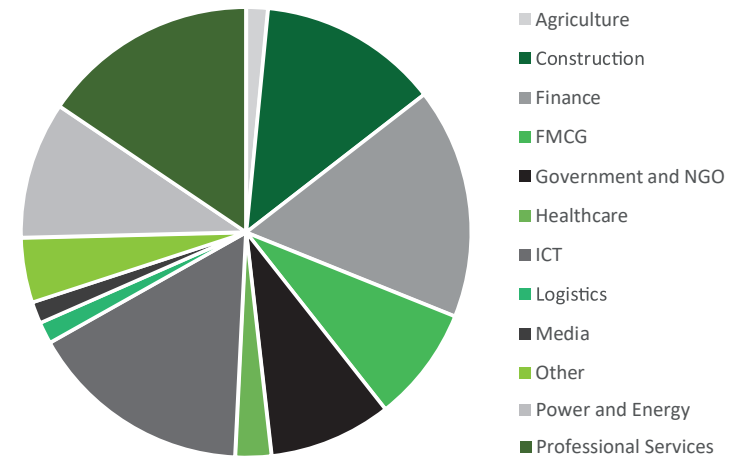
At each event you will engage with business and HR decision-makers, promote the value of your solution, and nurture relationships.

A typical event audience is broken down here.

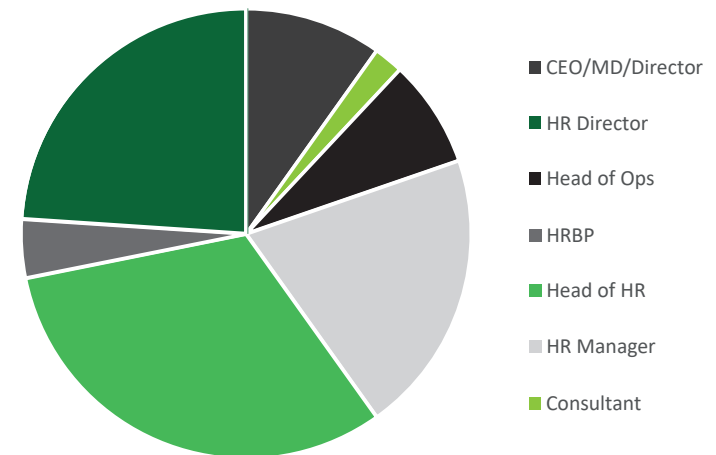
## Company Type



## Sector



## Job Level



# Participant Feedback

Meaningful connections made; driving human capital decisions



"If you are serious about understanding HR's agenda in Africa, the Talent Agenda Series is the place to be."

Senior Manager Leadership Strategy & Executive Talent, Eskom



"We have managed to meet many difficult to reach target clients and our presence in the market has grown and grown since developing our partnership with the Talent Agenda Series."

Willis Towers Watson



"The best HR conference I have attended this year. Great selection of topics and speakers, high energy and very good discussion."

Head of Talent Acquisition, Ericsson



"It was a most enjoyable experience for me to share my own experiences while also learning from those of the other panellists and the attendees."

Head of HR, African Export-Import Bank



"The event was excellent. Incomparable."

Vice President, HR Africa & Caribbean, Schneider Electric



"GCC have worked with us over 14 years. Their events are rich in content and very well organised. We are very proud to be a key sponsor."

Managing Director, Coca-Cola Beverages South Africa



"The conference addressed very real and practical issues that we face daily in the work place."

Head of HR & Administration, SMEP Micro Finance Bank



"Very informative and helpful. Looking forward to the next one."

HR Manager, Bureau Veritas Angola



"Great event! Content rich and current. I used the platform to support my regional Human Resources team."

Human Resources Director, Aggreko





# Partners - Valuable Connections in Human Capital

The Talent Agenda Series platform provides structured and practical engagement opportunities with the community of HR leaders and practitioners responsible for shaping Africa's major employers. They are looking for tools, insight, networks and solutions to effectively develop, retain, attract and manage the talent needed to make their ambitions a reality. Connecting with this community provides measurable value for partners.



The Talent Agenda Series is a cost-effective and time-effective opportunity to meet your business development needs, specifically:

- **Lead generation**
- **Thought - leadership positioning**
- **Brand awareness**
- **Relationship nurturing**
- **Brand building and awareness**

Implemented as a core element of any Pan-African marketing and business development strategy, the Talent Agenda Series is proven to reduce client acquisition costs, shorten sales cycles and build brand awareness.



## Partner Benefits

- Access to the most senior-level decision-makers responsible for human capital, talent, and capacity development across Africa.
- Bespoke campaigns to engage with people and business leaders across the continent
- The opportunity to promote services and position as a thought leader at events where key challenges are being discussed.



# Partners - Demand Generation Solutions

We understand that maintaining constant engagement with decision makers is key to achieving commercial objectives. The Talent Agenda Series is a year-round conference and community platform, which is ideal for creating multiple touchpoints with target organisations. Utilising our Demand Generation Solutions to create, build and maintain relationships will differentiate your approach in Africa.

## Approach

- Understand your growth objectives and target markets
- Map key employers your solution must reach
- Plan multi-channel campaigns across the Talent Agenda Series
- Deliver consistent decision - maker engagement to create multiple touchpoints
- Position your solution as a best - in - class thought leader
- Fill your sales pipeline with leads
- Underpin the sales process with continued prospect engagement



## Demand Generation Channels

- Speaking, exhibiting and hosting at Talent Agenda Series conferences
- Creating, promoting and reporting market research and surveys
- Arranged business development meetings and market missions
- Curated webinars and podcasts with lead capture and follow up
- Private breakfast, lunch, dinner and drinks engagements
- Bespoke company or country specific meetings in any location
- Social media, Talent Agenda Series online content and community promotion
- Reaching an online audience of 70,000 connections and 40,000 HR consumers



# Partnership Packages



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## PLATINUM PARTNERSHIP BENEFITS \$50,000

- 6 x complimentary delegate passes
- 1 x speaker slot (to be agreed with Series Manager)
- 1 x full page advert in Event Guide
- Official Website Sponsor Logo and hyperlink (large size, prominent position)
- 1 x exhibition stand
- 1 x plenary address, solo presentation or chair (to be agreed with Series Manager)
- Workshop exclusive content stream
- 50% delegate ticket discount for further clients and colleagues
- Email invitations on your behalf to your delegate and VIP targets offering attendee discount
- 1 x exhibition stand with table, chairs, power and WiFi (12sqm)
- Pre event promotion on website, in video and delegate email
- 1 x sponsorship of lunch
- Email of delegate list (to include job titles, company name and country)
- Brand logo on Event Guide, post-show report, meeting banners and all marketing collateral
- Delegate bag insert
- Full list of media attending the meeting
- GCC to arrange five attending company introductions (by email) to your business
- 1 x speaker invitation to Talent Agenda Series webinar
- Lunch table to host VIPs

## BASIC CONFERENCE EXHIBITOR PACKAGE \$8,500

- Pre-event promotion and marketing via website, PR and targeted emails
- Email invitations on your behalf to your delegate and VIP targets offering 50% attendee discount
- Branding on event pull-up banners, photo wall and screens
- Space for 6sqm exhibition stand with table, chairs, power and wifi
- Post-event feature on website, in video and delegate email,
- 50% discount for clients and colleagues to attend
- 2 x conference delegate tickets

## GOLD PARTNERSHIP BENEFITS \$35,000

- 4 x complimentary delegate passes
- Official Website Sponsor Logo and hyperlink (Large size, prominent location)
- Plenary address, solo presentation or chair (to be agreed with Series Manager)
- 1 x speaker slot (to be agreed with Series Manager)
- 1 x exhibition stand with table, chairs, power and WIFI (9sqm)
- Logo on all official printed materials and onsite marketing banners
- Pre event promotion on website, in PR and marketing emails
- Post event feature on website, in video and delegate email
- Email invitations on your behalf to your delegate and VIP targets offering attendee discount
- Positioning of logo in Event Guide and post-show report
- Email list of attending delegates (job titles, company name and country)
- GCC to arrange 3 x email introductions to attending companies of the meeting
- 1 x speaker invitation to Talent Agenda Series webinar
- Lunch table to host clients
- Delegate ticket discount for further clients and colleagues

## SILVER PARTNERSHIP BENEFITS \$20,000

- 2 x complimentary delegate passes
- 1 x speaker slot (to be agreed with Series Manager)
- Email invitations on your behalf to your delegate and VIP targets offering attendee discount
- Pre-event promotion on website, in PR and marketing emails
- Official website partner logo and hyperlink
- 1 x full page advert in Event Guide
- Logo on the official printed materials and meeting marketing banners
- Email of attending delegates list (job title, company name and country)
- 1 x exhibition stand with table, chairs and power and WIFI
- GCC to arrange 1 x email introduction to an attending company of the meeting
- 1 x speaker invitation to Talent Agenda Series webinar
- 15% delegate ticket discount for further clients and colleagues

# Partnership Packages



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## PRIVATE MEETING ROOM FACILITY \$15,000

Conference exhibitor benefits (see previous page) plus full day hire of private meeting room with power, furniture and WIFI

## HOST PRIVATE VIP DINNER \$12,000

Held at top restaurant on night of main conference day

Choose from delegate list, up to 20 HR executive VIPs that you would give like to invite to attend

Host VIP dinner with your senior management team

All costs of dinner included in package (Beverages not included)

## VIP NETWORKING FUNCTION PARTNERSHIP \$12,000

(CHOOSE ONE OF THE FOLLOWING)

Champagne Roundtable Discussions

End of day one Drinks Reception

Fireside Chat

Networking Break

Farewell Lunch

## WORKSHOP PARTNERSHIP OPPORTUNITIES \$12,000

(CHOOSE ONE OF THE FOLLOWING)

Business Critical Management

Digital Human Resources

Capacity Development

## HOST PRESENTATION SLOTS

\$12,000

(CHOOSE ONE OF THE FOLLOWING)

1 x Industry Insight Presentation

1 x Presentation Slot: Quick Fire Case Studies – Visionary HR Strategies

1 x Breakfast Briefing: Topic of Choice

## DELEGATE BAGS SPONSORSHIP

\$12,000

1 x half-page advert in conference brochure

1 x speaker invitation to Talent Agenda Series webinar

Exclusive positioning of your logo on all delegate bags

Delegate bags sponsor can also add inserts up to and including 5 inserts

## LANYARD SPONSORSHIP \$7,500

1 x half-page advert in meeting brochure

1 x speaker invitation to Talent Agenda Series webinar

Exclusive positioning of your logo on lanyards to be distributed to all meeting attendees

## AGENDA MODERATOR ROLES \$6,500

(CHOOSE ONE OF THE FOLLOWING)

1 x moderator role for opening Panel Discussion

1 x moderator role for series feature

# Get in Touch

Now is the time to join the Talent Agenda Series. Contact our expert team to be a part of the discussion.

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## Speaker opportunities



**Veronica Bolton-Smith**

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+44 (0) 208 834 0305

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## Partnership opportunities



**Tori Abiola**

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## Communication & media opportunities



**Isadora Forcen Vazquez**

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