

THE 6TH
EAST AFRICA HR
SYMPOSIUM
CONCEPT NOTE

THEME:

**HR Reimagined: Building a Future-proof
Workforce with Technology and
Human-Centric Practices**

DATE:

23rd to 25th October 2024

VENUE:

**Sarova Whitesands Hotel –
Mombasa, Kenya**

Introduction

The annual East Africa HR Symposium is a premier gathering of HR professionals and business leaders from across the region. Organized by Rise & Learn Global the event provides a platform to discuss critical HR issues, share best practices, and foster valuable networking opportunities.

Following the successful 5th East Africa HR Symposium held in Kampala, Uganda in 2023, we are returning to where it all began in 2018 for the inaugural conference. The 2024 symposium in Mombasa, Kenya promises to be a pivotal event for HR professionals, business leaders, and industry experts across the region.

The theme “**HR Reimagined**” tackles the critical question of building a workforce that can thrive in the face of constant change. Traditional HR practices may no longer suffice in an environment shaped by automation, evolving work models, and a growing emphasis on human-centricity.

The symposium proposes a powerful synergy: leveraging technology’s potential while keeping the human element at the forefront. This means utilizing AI and data analytics to streamline processes and gain valuable insights, all while fostering a culture of learning, development, and well-being for employees. By embracing these strategies, HR professionals can empower their organizations to build a future-proof workforce that is adaptable, engaged, and ready to tackle whatever challenges the future holds.

The symposium will also include speaker-based topics, featuring insights from leaders who have made significant impacts in their fields or who are willing to share case studies of their organizations. Networking opportunities will be ample, allowing participants to connect with peers, industry leaders, and technology providers. Interactive sessions and workshops will provide practical insights and hands-on experience with new HR technologies and practices. An exhibition area will showcase the latest HR technologies and solutions from leading vendors.

Participants will benefit from comprehensive learning, gaining a deep understanding of integrating technology with human-centric practices to build a resilient and adaptable workforce. They will receive actionable insights from case studies, expert talks, and panel discussions, enhancing their skills and knowledge in areas like AI in HR, data analytics, and continuous learning culture. Staying ahead of emerging trends such as the gig economy and remote work will be another key benefit. Additionally, the symposium will provide valuable networking opportunities with HR professionals, industry experts, and technology providers from across the region.

Symposium Delegates

HR Directors, HR Managers, Business Leaders, Senior Managers, Public Sector Managers, Public Sector HR Professionals, County HR Professionals, Heads of Department, Academicians, Consultants and Researchers.

Symposium Objectives

- Explore how artificial intelligence is transforming the HR landscape.
- Discuss trends and predictions shaping the future of work.
- Advocate for coaching as the premier leadership approach for the emerging generation in the workforce.
- Promote comprehensive leadership development strategies.
- Emphasize the importance of wellness and work-life balance for employees.
- Facilitate valuable networking among professionals.
- Highlight the integration of technology in HR practices.
- Equip HR practitioners with strategies to stay current with changes in HR and people management.
- Focus on improving overall employee well-being.

Symposium Topical Areas

Suggested topics based on HR priorities and CEOs expectations.

1.

The AI Revolution in HR: Friend or Foe?

Explore how Artificial Intelligence can automate tasks, personalize experiences, and improve decision-making in recruitment, onboarding, and performance management. Discuss ethical considerations and the human touch that remains vital.

2.

Reskilling, Upskilling, and the Future of Work

Focus on strategies for developing a future-proof workforce. This could include microlearning platforms, personalized learning paths, and partnerships with educational institutions.

3.

Building a Culture of Continuous Learning

Discuss fostering a work environment that encourages ongoing learning and development. Explore ways to make learning accessible, engaging, and rewarding for employees.

4.

Human-Centered Design for the Employee Experience

How to apply Human-Centered Design principles to improve every touchpoint of the employee journey, from recruitment to retirement.

5.

The Power of Data-Driven HR Decisions

Explore how data analytics can be used to inform talent acquisition, employee engagement, and performance management strategies. Discuss best practices for responsible data collection and utilization

6.

Remote Work Revolution: Building Trust and Connection in a Distributed Workforce

Address the challenges and opportunities of managing a remote workforce. Explore strategies for fostering collaboration, communication, and a sense of belonging.

7.

The Rise of the Gig Economy and the Changing Nature of Work

Discuss the implications of the growing gig economy for HR practices.
Explore ways to attract, engage, and manage independent contractors and contingent workers.

8.

Prioritizing Employee Wellbeing in a Changing World of Work

Address the growing importance of employee mental and physical health.
Explore ways to promote work-life balance, stress management, and access to mental health resources

9.

Diversity, Equity, and Inclusion (DE&I) in the Future of Work

Discuss strategies for building a diverse, equitable, and inclusive workplace.
Explore how technology can be leveraged to reduce bias and promote fair treatment for all employees.

10.

The Future of HR Leadership: The Skills and Mindset Needed to Thrive

Discuss the evolving role of HR professionals in the digital age.
Explore the skills and mindsets needed to lead effectively in a rapidly changing work environment

About Rise & Learn Global

Rise & Learn Global is a leadership and human resource solutions company that believes in impacting lives and multiplying the impact through adding value to others personally and professionally. We are also the local representative for Erickson Coaching International in Africa. We provide a platform for both individuals and organizations to share their experiences and help others create their own success stories. Rise & Learn Global is about giving our time and knowledge using innovative and cost-effective methods that yield impactful results.

Rise & Learn Global makes it easy for you to access information necessary for your growth using various methodologies and leveraging on technology. Our focus is on delivering quality and making the best use of participants' active time.

We are positioned as Strategic Business Partners through our core solutions as follows:

- HR Consulting
- HR Outsourcing Solutions for SMEs
- Recruitment & Assessment Centres
- Mastermind Group Training
- Corporate Training
- Professional Coaching & Certification
- Youth Empowerment Services

Our Brands

Rise & Learn Global <https://riseandlearn.ke>

East Africa HR Symposium <https://eastafrah Symposium.ke>

East Africa HR Symposium is an annual HR Conference that brings together hundreds of HR Professionals, business leaders in private and public sectors from East Africa and beyond.

Erickson Coaching International (KE, UG, TZ) <https://erickson-coaching.ke>

Erickson Coaching International is an organization committed to providing ICF Accredited coaching certification programs and represented in over 40 world locations by more than 50,000 Erickson Coaches.

InMySteps Foundation <https://inmysteps.riseandlearn.ke>

A sustainability initiative that provides internship, training and mentorship opportunities for graduates out of college and university to prepare them for the world of work and promote employability. See [InMySteps Documentary](#) for more details.



2024 EAHR SYMPOSIUM

SPONSORSHIP PACKAGES

1) Platinum Sponsorship Package (\$15,000)

- ✓ Prominent branding as platinum sponsor - all marketing collaterals, e.g, Featured on event website, banners, and signage.
- ✓ Recognition as the Platinum Sponsor during the opening and closing ceremonies.
- ✓ Premium exhibition booth space in the main networking area.
- ✓ Opportunity to deliver a breakout session during the symposium.
- ✓ Logo and company profile featured in the symposium program.
- ✓ Opportunity to distribute promotional materials to participants.
- ✓ 4 Complimentary tickets for company representatives.
- ✓ Give Speech
- ✓ Recognition in post-event communications and social media posts

2) Gold Sponsorship Package: (\$10,000)

- ✓ Prominent branding as gold sponsor - all marketing collaterals, e.g, Featured on event website, banners, and signage.
- ✓ Recognition as the Gold Sponsor during the opening and closing ceremonies.
- ✓ Premium exhibition booth space in the main networking area.
- ✓ Opportunity to deliver a breakout session during the symposium.
- ✓ Logo and company profile featured in the symposium program.
- ✓ Opportunity to distribute promotional materials to participants.
- ✓ 3 Complimentary tickets for company representatives.
- ✓ Give Speech
- ✓ Recognition in post-event communications and social media posts

3) Silver Sponsorship Package: (\$7,500)

- ✓ ProBranding as the Silver Sponsor on marketing collaterals, including event website, banners, and signage.
- ✓ Recognition as the Silver Sponsor during the opening and closing ceremonies.
- ✓ Exhibition booth space in the networking area.
- ✓ Logo and company profile featured in the symposium program.
- ✓ Complimentary registration for a specified number of company representatives.
- ✓ Recognition in post-event communications and social media posts.
- ✓ 2 Complimentary Tickets

4) Bronze Sponsorship Package: (\$5,000)

- ✓ Branding as the Bronze Sponsor on marketing collaterals, including event website, banners, and signage.
- ✓ Recognition as the Bronze Sponsor during the opening and closing ceremonies.
- ✓ Exhibition booth space in the networking area.
- ✓ Logo and company profile featured in the symposium program.
- ✓ Complimentary registration for a specified number of company representatives.
- ✓ Recognition in post-event communications and social media posts
- ✓ 1 complimentary ticket

5) Brand: (\$1,000)

- ✓ Branding as the Brand Sponsor on marketing collaterals, including event website, banners, and signage.
- ✓ Logo featured in the symposium program.

6) Cocktail Sponsor (\$6,500)

- ✓ 15 minutes presentation at the cocktail 2 complementary tickets
- ✓ Logo presence on Online Platform Brand promotion
- ✓ 1 exhibition booth
- ✓ On ground Promotion/Presence.

7) Media Sponsor

- ✓ Acknowledgement as sponsor on event
- ✓ 2 complementary tickets
- ✓ Logo presence on Online Platform Brand promotion
- ✓ 1 exhibition booth
- ✓ On ground Promotion/Presence