



*Conference:*  
*Human Resources Development & Personnel*  
*Management*

*10 - 14 January 2027*  
*Istanbul (Turkey)*  
*DoubleTree by Hilton Istanbul Esentepe*

## Conference: Human Resources Development & Personnel Management

Conference code: CO8247 From: 10 - 14 January 2027 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe  
Conference Fees: 6300 ₺ Euro

### Introduction

This seminar is designed to help organizations maximize the potential of their human resources. It covers key components of an effective HR process, including recruitment, employee motivation and reward, training and learning, and measuring the value of HR. Participants will gain insights into how to attract and retain talent, create a motivated workforce, and enhance skills through continuous learning. The seminar also focuses on evaluating the impact of HR practices on organizational performance. By the end of the seminar, attendees will be equipped with practical strategies to optimize their HR processes.

### Objectives

- To develop an understanding of human resources development and personnel management practices
- To develop an awareness the advantages of effective human resource management
- To develop an awareness of key HR and HRD strategies for improving the organisational success
- To understand the application of strategic human resources development and personnel management practices in the workplace
- To effectively apply appropriate practices to specific workplace situations

### Target Audience

- ▣ HR professionals and HR managers
- ▣ Talent acquisition and recruitment specialists
- ▣ HR business partners and HR strategists
- ▣ Training, learning, and development officers
- ▣ Organizational development specialists
- ▣ Employee relations and performance management professionals
- ▣ Anyone involved in HR planning, recruitment, or employee engagement activities
- ▣ Professionals seeking to develop expertise in modern HRM practices

### Outlines

#### Day 1: Introduction to HRM, HRD, and HRP

- Seminar introduction and objectives
- The context for HR
- Change management

- Human Resource Management V Personnel Management
- Human Resource Development HRD
- Human Resource Planning HRP
- Strategic HRM - the new HR Strategic Model
- Outsourcing

#### Day 2: Resourcing & Recruitment

- The employment psychological contract
- Why do good people leave?
- The process approach to interviewing
- Induction, job descriptions, and references
- Personality Questionnaires and forms of testing
- Methods of detecting when applicants don't tell the truth
- The new recruitment process to avoid litigation
- The value of using assessment centers

#### Day 3: Pay & Employee Reward

- Employee motivation
- Salary, bonuses & benefits
- Understanding competencies
- Competency-based Assessment
- Competency and performance-based pay
- Different structures - different pay and rewards
- Total pay concept
- Salary surveys

#### Day 4: Training Learning & Development

- Career management

- Personal development
- Coaching
- Mentoring
- E-learning
- How flat organizational structures and empowered teams affect training and development
- Self Development
- 360-degree feedback as a development tool

#### Day 5: Value for money from HR

- The new HR structure
- New roles within HR
- HR Business Partners
- Value of trend analysis and HRP
- Internal and External Frameworks
- Proving ROI on HR activities
- Review

## Registration form on the Conference: Human Resources Development & Personnel Management

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