Are you prepared for the future of people data?

16–17 October, 2019
The Montcalm, Marble Arch, London

Book your ticket at cipd.co.uk/PA

10% discount for CIPD members
Apply data to empower evidence-based business decisions

The CIPD People Analytics Conference and Workshop 2019 is suitable for both aspiring analytics professionals, looking to develop the necessary skills to collect, manage and articulate data, as well as those who want to further advance their analytical ability.

Why attend this conference?

✔ Develop the necessary skills to articulate, collect and manage data
✔ Gain an influential standing as a data-driven professional
✔ Take your analytical ability to a more advanced level
✔ Master the secrets behind a best-selling data narrative

Tailor your journey and join us for an insightful and inspiring two days. Choose a practical breakout stream to suit you:

Stream 1: Starting out – hear from fellow HR practitioners sharing their lessons learnt, recommendations and tips they wish they knew when starting out.

Stream 2: Stepping up – learn how to leverage your data assets and present your findings in a way that ties back directly to your organisation needs.

Please note: you should attend both sessions within your chosen stream. See full programme overleaf.

For full speaker line up see CIPD.co.uk/PA/guide

Speakers include...

Melissa Kantor,
VP of People Analytics and Insights, The LEGO Group

Megan Marie Butler,
AI Product and Technology Analyst and Researcher specialising in HR, CognitionX

Christian Cormack,
Global Head of Workforce Analytics, AstraZeneca

Shauna Posaner,
Deputy Director Engage, Design and Change, HMRC
CONFERENCE PROGRAMME | 16 OCTOBER 2019

09:00 
Registration and morning coffee

09:30 
Chair’s opening remarks
Edward Houghton, Head of Research, CIPD

09:40 
Opening keynote: building a data-driven culture to optimize your people analytics function
- Forming partnerships with other internal business departments and teams
- Working collaboratively on creative problem solving and innovation
Laura Stevens, People Analytics Leader, Deloitte

10:20 
Case study - walking the walk: identifying tangible actions through your data
- Set your data collection objectives with a clear purpose
- Adopt an agile approach and correct mistakes if things go wrong
Alex Crispin, Global Learning Analytics Manager, PwC

11:00 
Morning networking and refreshments

11:30 
Break out streams

Stream 1 -
Demystifying data: developing data literacy skills for insight-driven decision making
- Understand data sources and constructs
- Learn how to describe the cause, application and value of data findings
Melissa Kantor, VP of People Analytics and Insights, The LEGO Group

Stream 2 - Applying data-science techniques to advance your people analytics practice
- Advancing your data analysis ability
- Developing your communication skills to give your ideas more impact
Christian Cormack, Global Head of Workforce Analytics, AstraZeneca

12:15 
Panel discussion: becoming an effective analytics ‘nudger’ to gain recognition for your data insights
- Building confidence in your findings and investing in the possible outcomes
- Leveraging and aligning business objectives with your data for guaranteed impact
Moderator: Edward Houghton, Head of Research, CIPD
Olly Britnell, Head of Workforce Analytics and HR Strategy, Experian
Cheryl Allen, HR Director Transformation, Atos
Melissa Kantor, VP of People Analytics and Insights, The LEGO Group
Rob Nitsch, Chief Operating Officer, Institute for Apprenticeships and Technical Education

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12:45  Networking lunch

13:45  **Case study - Using ISO30414 as the foundation for a data-driven people management system**

- The drivers for and opportunities presented by better people metrics
- The structure, approach and the advantages of using this ISO standard for building a strong human capital reporting system

  Dr. Wilson Wong, Head of Insight and Futures, CIPD
  Dr. Stefanie Becker, HR Project Director, Strategy and Planning, SAS

14:20  Break out streams

**Stream 1 -**
**Using data visualisation effectively to clearly communicate your findings**
- Identifying the trend or pattern in your data that will form the basis of your message
- Choosing the best type of visualiser (graph, table, chart) for the data you're presenting

  James Holdstock, Senior HR Project Analyst, Drax Energy

**Stream 2 -**
**Using analytics for strategic workforce planning**
- Using data to assess the current workforce’s skills and capabilities
- Identify what skills are missing to meet future business objectives

  Jordan Stead, People Data and Technology Lead, Lloyds Banking Group
  Rebecca Caldeira De Almeida, Strategic Workforce Planning Lead, Lloyds Banking Group

15:00  **Case study: using analytics to measure and improve employee experience in your organisation**

- Use insight to pin point the specific aspects of the employee experience to focus on
- Identify ways to measure different aspects of employee experience

  Shauna Posaner, Deputy Director Engage, Design and Change, HMRC
  Kevin Hubbard, Deputy Director Employee Experience, HMRC

15:40  Afternoon networking and refreshments

16:00  **Closing keynote: is the future of people analytics an augmented reality?**

- Working alongside technology to drive the analytics function forward
- Skills the future analytics professional will possess

  Megan Marie Butler, AI Product and Technology Analyst and Researcher specialising in HR, CognitionX

16:30  **Chair’s closing remarks**

  Edward Houghton, Head of Research, CIPD

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WORKSHOP PROGRAMME | 17 OCTOBER 2019

09:00
Registration and morning coffee

09:30–15:30
Marrying data visualisation with a guided narrative - becoming an effective data storyteller

- Identify the best story within your data
- Understand the arc behind a story to Structure your narrative
- Keep your narrative cohesive and clear
- Create characters to illustrate your data story
- Combine the rational aspect with a more ‘emotional’ perspective

Facilitator: Kerry Hart, Data Communications Consultant and Trainer

CIPD Members save 10%

For full programme visit CIPD.co.uk/PA/guide

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