



Greek  
People  
Management  
Association

### **GPMA Unveils Biggest Change to Its Brand in Association History.**

The Greek Personnel Management Association unveiled the most sweeping transformation of its corporate identity in the association's history. The new name and brand are designed to reflect the changes in Human Resources Management of last decade.

The new Association's Name is: Greek People Management Association. His new logo is focused to diversity, team work, synergy, empowerment, identification.

### **HR FORUM 2010, Athens, 29.04.2010**

The new economic and business environment reveals new challenging times but also need for "smart" HR Management. As we know all in HR we need a clear focus on planning for tomorrow. Motivating our employees despite the realities of the recession and at the same time delivering services of excellence whilst managing our share of cost savings, consist some of the challenges that we need to dealing every day in our planning.

2010 reveals for Greece, a challenging but also difficult period in the economic and business field with major reforms in the economic and social field. GPMA organizes HR Forum 2010, his annual professional conference who represents the most important event for HR community in Greece.

This year HR Forum's subject is: "What's next for HR? A journey towards delivering value". It will be held at the Sofitel Airport Hotel, in Athens on 29 April 2009. The 2010 HR FORUM is aimed to emphasize to topics as:

- New Economies, New Challenges: The HR Turnaround
- Leadership and Self Deception
- The Meaningful Lives of Servant-Leaders
- The Changing Face of HR
- HR Tools for Diversity.

Delegates will have the opportunity to attend important management thinkers, business and academic leaders. Sylvia DeVoge, General Manager EMEA, Strategic Clients, Hay Group, Carien Duisterwinkel, Manager, Membership Relations, CSR Europe, Michael Lazan, Managing Director of the Arbinger Institute and Dr. Kent Keith, CEO of the Greenleaf Center, are some of the keynote speakers on the HR Forum's 2010 agenda. It's an honour for our association to welcome for second time Pieter Haen, President of EAPM.

Finally, two important surveys, conducted by GPMA will be presented to the conference on subjects as:

- “The changing face of HR”, in collaboration with HAY GROUP
- “The use and effectiveness of social networking websites in Greece» in collaboration with Athens University of Economics.

We hope you'll join us in Athens, to HR FORUM 2010!

#### GPMA's AGENDA

| Date                | Event   | Location                       |
|---------------------|---|--------------------------------|
| 29, April 2010      | HR FORUM 2010   | Sofitel Athens Airport, ATHENS |
| 31, may, 2010       | Labour Relations  | ATHENS                         |
| 17, June 2010       | 2 <sup>nd</sup> HR Meeting Point  | Thessaloniki                   |
| 2, July 2010        | HR MANAGER OF THE YEAR & HR Innovation Award Ceremony   | Athens                         |
| 15, September, 2010 | New members meeting   | GPMA, ATHENS                   |
| October 2010        | New HR TRENDS- Video presentations by HR and Management Gurus   | ATHENS                         |
|                     | In collaboration with Greek Ombudsman: conference on “Ethics to management”                                   | ATHENS                         |
| November 2010       | In collaboration with KPMG Consultants<br>Members meeting: Presentation KPMG's survey on rewards and benefits | ATHENS                         |
| December 2010       | In collaboration with Boston Consulting Group<br>Members meeting: Presentation EAPM's survey                  | ATHENS                         |