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**ULUSAL
İNSAN
YÖNETİMİ
KONGRESİ
NATIONAL
PEOPLE
MANAGEMENT
CONFERENCE**

**İNSANDAN KÜLTÜRE
KÜLTÜRDEN İNSANA
CULTURE OF PEOPLE
PEOPLE OF CULTURE**



11-13 EKİM 2010 / OCTOBER 11-13, 2010 LÜTFİ KIRDAR İSTANBUL

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PERYÖN
TÜRKİYE PERSONEL YÖNETİMİ DERNEĞİ



Culture of People / People of Culture

Europe's second largest conference focused on people management is organized by **PERYON (People Management Association of Turkey)** between **October 11-13th, 2010 at Lütfi Kırdar / Istanbul, 2010 European Capital of Culture.**

This year's theme is Culture: **"Culture of People, People of Culture"**. Culture is defined as the totality of socially transmitted behavior patterns, arts, beliefs, institutions, and all other products of human work and thought. Culture is the environment that surrounds you at work all of the time.

"Culture" has always been "the buzzword" in people management since late 1980s and early 1990s. Culture is inseparable from people management practices such as engagement, leadership, training, development, performance management, as well as the main business processes like mergers & acquisitions, change management, communication etc.

Corporate culture starts when the organization begins and develops as it grows. Over time, the culture changes as people come and go. The topics are touching on a number of very relevant issues in your organizations. Discover how culture can be used as a powerful tool for enhancing individual and organizational performance; to engage, motivate and retain your people and position culture management as a strategic factor for your success.

When and what must be done to create a culture or reshape corporate culture to boost productivity and preserve competitiveness? What is the culture like: innovative, individualistic, traditional, confrontational, assertive, entrepreneurial..? What about the leaders' attitudes? Can we isolate the corporate culture for the regional or national culture? What about the present-day issues about organizational culture like generations management, networking and communication through social media.

Here, you will discover contemporary best practices, gain new perspective and greater understanding of culture in various settings, get insights on how to use the culture as an opportunity and how to realign your strategy to maximize performance and profits. The topics will be widely discussed by people management and business leaders, in the light of relevant literature.

We're confident that you'll enjoy the opportunities to network with HR professionals from throughout Europe, connect with many exhibitors who offer products and services catering to your HR and administrative needs, interact with concurrent session speakers and you'll walk away with practical information to enhance your People Management practices and improve the success of your business.

Who should attend ?

- HR Professionals and Executives
- Trainers
- Small Business Owners
- Business Consultants, Lawyers
- Other Senior Business & Line Leaders

Let's meet at the **18th People Management Conference**, in Istanbul, with one-of-a-kind education, amazing networking opportunities and pioneering solutions and services. Mark your calendar for **October 11-13, 2010.**