

## PRICING

Discount code (if applicable)	<input type="text"/>
Delegate @ £375	<input type="text"/>
Dinner @ £75 (optional)	<input type="text"/>
Subtotal	<input type="text"/>
VAT @ 17.5%	<input type="text"/>
Total	<input type="text"/>

## PAYMENT METHOD

- Cheque enclosed  
payable to Cambridge Summit
- Credit card
- Visa/Mastercard/Access
- Debit card
- other

Please note 2% credit card surcharge. Apologies, we cannot accept American Express

### Card number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Valid from                      Expiry date                      Issue no.

<input type="text"/>	<input type="text"/>	<input type="text"/>
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### Signature

Please make your cheque payable to **Cambridge Summit** and return this booking form with your payment to:

**Cambridge HR Summit,  
St John's Innovation Centre,  
Cowley Road,  
Cambridge, CB4 0WS.**

A VAT invoice will be sent by email once your booking and payment have been received.

If you **do not** wish to receive marketing information please tick the relevant box:

- Cambridge HR Summit
- El:consulting Ltd
- MSA Interactive Ltd
- Conference sponsors

Completion of this booking form confirms acceptance of the conference Terms and Conditions. (<http://www.cambridgesummit.co.uk/terms.htm>)

## FOUNDERS



[www.elconsulting.co.uk](http://www.elconsulting.co.uk)



[www.msainteractive.com](http://www.msainteractive.com)

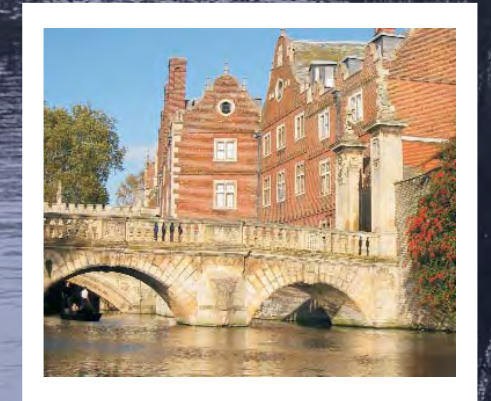
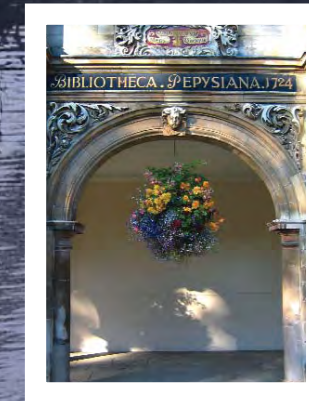
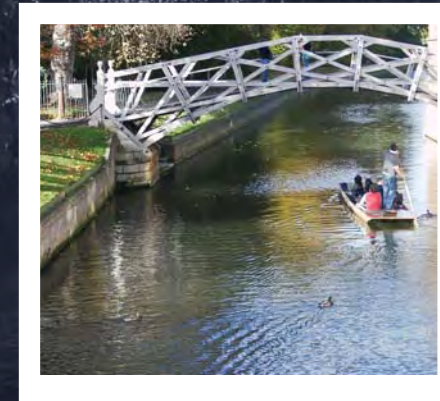
## SPONSORS



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**20 September 2007**  
**Magdalene College**  
UNIVERSITY OF CAMBRIDGE

**We invite you to an exclusive learning event for senior HR and development professionals in an exclusive learning environment**

**Organised by HR professionals for HR professionals**

**Keynote Speaker:**  
**Dame Stella Rimington DCB**  
formerly Director General of the Security Service (MI5)

- limited to 150 delegates •
- absolutely no vendors •
- network in a world class learning venue •
- Choral Scholars of Kings' College at lunch •
- unwind with chauffeured punting or a tour of the College •
- drinks reception and dinner in the College Hall •

If you only go to one HR event this year make it this one.

We all need to know what current thinking is, how other organisations have successfully implemented change and what would work for us. Workshop leaders will talk about what has worked in world-class companies and give us tips on pitfalls to avoid in each area.

- Find out about key issues that could have a significant effect on your organisation.
- Receive advice on how to manage change and performance to maximise the benefits to your organisation.
- Discuss issues with some of the top HR executives in the UK.
- Learn first hand from the experiences of successful organisations, with case studies from world-class organisations.

## PROGRAMME

09.30 Registration and coffee

### 10.00 Introduction by founders

Judith Elliott Chartered FCIPD and Vandy Massey

### 10.10 Keynote Address

Dame Stella Rimington DCB

*Dame Stella Rimington was formerly Director General of the Security Service (MIS); the first woman to take up the post she was also the first Director General to be publicly named while in office. The "housewife spy" will talk about leadership, change and communication as she navigated MIS through the Cold War and a myriad of terrorist threats in the 1990s.*

### 11.15 Workshops

pre-selected by delegates

### 12.15 Lunch

accompanied by the Choral Scholars of Kings' College

### 13.30 Workshops

pre-selected by delegates

### 14.45 Workshops

pre-selected by delegates

### 16.00 Close

### 16.30 College tour (optional) and punting (optional)

### 18.30 Drinks reception and dinner in the College Hall (optional)

## WORKSHOPS

### "Alliance Boots goes carbon Neutral" – a reality or mission impossible?

Richard Ellis, *Group Head of Corporate Social Responsibility at Alliance Boots plc*

- Alliance Boots' approach to sustainability
- The process for managing the CSR agenda
- How Alliance Boots is reducing its carbon footprint
- Is off-setting an option?

### Diversity tool in action – does your organisation fit the bill?

Tracy Carr, *CEO of Eve-olution*

- How to get senior teams to be aware of their core attitudes towards diversity
- How to use the Diversity Culture Change Tool
- Where next – the diversity agenda in the UK

### Employer branding – a silver bullet to employee engagement?

Helen Rosethorn of *Bernard Hodes*

- What employer branding is and isn't
- What employer branding can deliver if understood and approached realistically

### Employment law – hiring and firing senior executives

Oliver Pryke and James Allen of *Taylor Vinters*

- Creation of the contractual arrangements between the business and an executive
- Pitfalls to avoid
- Strategies that should be considered in removing an executive

### Increasing organisational effectiveness, launching Organisational Development in the Prison Service

Steve Boast *OD Manager for the prison service HQ*

- How to launch Organisational Development
- How to structure OD to maximise added value, assess need, engage with stakeholders and establish quick wins

### Internal communications at CRUK – devolving responsibilities for good internal communication to the line

Christine Lloyd *Executive Director, People and Organisational Development Cancer Research UK*

- How to build a robust internal communication system amongst audiences as diverse as research scientists, clinicians and fundraisers

### Developing talent today; the myths and realities (Leadership Scaffolding stories from multi nationals)

Judith Elliott *MD elconsulting Cambridge Ltd*

- Cutting through the mumbo jumbo to identify the key factors in developing talent
- Case studies from various multi-nationals (not all positive)
- How to get a return on investment

### Making a difference – May Gurney's award-winning behavioural change programme

Chris Heath *Director of BISHE at May Gurney*

- How the Making a Difference (MAD) programme produced stunning results and won national awards
- A behavioural change programme that reduced accident rates and improved safety performance

### Outsourcing – a key management tool

Eleanor Freeman and Matt Meyer of *Taylor Vinters*

- Getting to grips with the practical application of the relevant legislation
- TUPE, the Data Protection Act and collective redundancy law

### The 360° on 360° – maximising the value of 360° feedback, with an internal perspective from Pfizer

Vandy Massey *CEO MSA Interactive* and Steve Fortune *Learning and Development Manager Pfizer Global Pharmaceuticals*

- Getting buy in on 360 feedback and how to roll out the programme
- Addressing the "what's in it for me?" and the fear factor
- What's next? Delivering real organisational benefits

### Vision led change at HFL – using creativity and innovation techniques to energise the organisation

Caroline Russell of *HFL, the only laboratory in the world engaged in both sports drug surveillance and contract research*

- Why vision-led change?
- Managing behaviours and sustaining momentum
- Blocks to creativity and creative techniques
- Innovation (making money out of creativity)

You will be able to attend 3 workshops during the course of the day; please select your preferences on the booking form.

## REGISTRATION FORM

### Organisation

### Address



### DELEGATE

#### Name

#### Position

#### Daytime telephone number

#### Email

(Confirmation details will be sent by email)

### WORKSHOPS

You will be able to attend **three workshops** during the course of the day. These will be allocated on a first come first-served basis.

Please select five workshops, indicating your order of preference. In the event that your three preferences are fully booked we will book you into the next choice available. We reserve the right to cancel any workshops for which there is insufficient interest.

- Alliance Boots goes carbon Neutral
- Diversity tool in action
- Employer branding
- Employment law
- Increasing organisational effectiveness
- Internal communications
- Developing talent today; the myths and realities
- Making a difference – behavioral change
- Outsourcing
- The 360° on 360°
- Vision led change at HFL

Please turn over and complete the payment information overleaf