

# ANNUAL CONFERENCE 23 MAY 2024 Ktima Koushioumis Nicosia

*Envisioning Tomorrow's Workplace*  
*#HRForwardTogether*



Cyprus  
Human Resource  
Management Association

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# Organiser

## Cyprus Human Resource Management Association (CyHRMA)

CyHRMA is a Community, which acts as an Ally to any Professional who wants to influence and shape a positive people experience within any work environment.

Our mission is to educate the local business community, and society at large, on the critical significance of HR management for organizational success.

We aim to elevate the standards of HR professionals in Cyprus by promoting best practices, fostering continuous learning, conducting scientific research and creating avenues for collaboration, networking and knowledge exchange.

## About the Conference

Welcome!

Our Conference is designed to provide HR professionals with the latest industry trends, tools, and strategies to help them effectively manage and lead their organizations' human resources.

Over the course of the Conference, you will have the opportunity to experience a variety of keynote speeches, and networking sessions that cover a wide range of HR topics.

Our keynote speakers are experts in their respective fields and will share their insights and experiences on the most pressing HR issues facing organizations today.

You will have ample opportunities to connect and network with other professionals and learn from each other's experiences.

We believe that the Conference will provide you with valuable insights and tools that you can use to improve your HR practices and contribute to the success of your organization.

We look forward to an exciting HR Conference and learning alongside you!



# What to expect

- Increasing awareness on HR Management cutting-edge topics and trends, such as AI integration in HR and achieving Employee Wellbeing.
- Advancing professional standards within the HR field, by providing a platform for sharing best practices, innovative ideas, and latest research.
- Creating networking opportunities to cultivate meaningful collaborations and exchange of knowledge.

# Target Audience

- HR Professionals
- Business Leaders & C-Level Executives
- HR Academics & Researchers
- HR Technology Vendors
- HR Students & Aspiring Professionals
- Learning & Development Professionals
- Professional Coaches
- Industrial Relations & Employment Law professionals
- Business Consultants



# Programme | Πρόγραμμα

**08:30 - 09:00** **Registration | Εγγραφές**  
Morning Coffee by Bean Bar | Πρωινός Καφές από το Bean Bar

**09:00 - 09:15** **Opening Speeches | Χαιρετισμοί**

**Ms. Maria Georgiou, President Cyprus Human Resources Management Association (CyHRMA)**  
Κα Μαρία Γεωργίου, Πρόεδρος, Κυπριακός Σύνδεσμος Διεύθυνσης Ανθρώπινου Δυναμικού (Κυ.Συ.Δ.Α.Δ.)

**Mr Yiannis Panayiotou, Minister of Labour and Social Insurance**  
κός Γιάννης Παναγιώτου, Υπουργός Εργασίας και Κοινωνικών Ασφαλίσεων

**Mr. Michalis Antoniou, Director General, Cyprus Employers & Industrialists Federation (OEB)**  
κός Μιχάλης Αντωνίου, Γενικός Διευθυντής, Ομοσπονδία Εργοδοτών και Βιομηχάνων Κύπρου

(OEB)

**09:15 - 10:00** **AI is not the future - It is now!**

**Mr. Donald Clark**  
CEO, Plan B Learning Ltd

**10:00 - 10:45** **Not-so-Human Resources: A Just Transition to AI-Driven Organizational Success**

**Mr. Zachos Anthis**  
Lecturer in AI and Data Analytics, Neapolis University Pafos

**10:45 - 11:15** **Elevating the Human Experience with AI**

**Mr. Sripada Vittala**  
Senior Manager, Deloitte Dubai

**11:15 - 12:00** **Coffee Break | Διάλειμμα**

**12:00 - 12:45** **Toxic Workplace**

**Dr Susan Hetrick**  
CEO and Founder Zuhra Consulting

**12:45 - 13:30** **Do Workplace Health Right**

**Ms Amy McKeown**  
Health, Mental Health and Wellbeing Consultant

**13:30 - 13:45** **Conference Closing | Κλείσιμο Συνεδρίου**

**13:45** **Light Lunch & Networking | Ελαφρύ Γεύμα & Δικτύωση**

# Speakers



**Mr. Donald Clark**  
CEO, Plan B Learning Ltd

## AI is not the future - It is now!

**AI changes the very nature of work, it therefore changes what HR is, what it has to do and how it must change in this new era. Donald will explain how AI affects productivity and processes within HR, also specific areas such as recruitment, onboarding, provision of employee information, also L&D. AI is not the future - it is now.**

### BIO

Donald Clark is a Learning Tech Entrepreneur, Professor, CEO, Author, Researcher, Blogger and Speaker. An expert in AI for Learning, he literally wrote the book on the subject. He has spent 38 years in delivering learning through technology.

As the CEO of Epic Group plc, he established it as the leading company in the UK online learning market, floated on the Stock Market in 1996 and sold in 2005 and been involved at all levels of investment – angel, VC, growth, PE and IPO. As well as being the CEO of Wildfire an AI learning company, he also invests in, and advises, learning technology companies.

An investor and board member of learning companies such as Cogbooks (sold in 2021 to Cambridge University) and Learning Pool (sold 2021 for \$200 million), he was also on the Boards of City & Guilds, Learn Direct, University for Industry and the Brighton Dome and Festival.

He has published 5 books, on AI for Learning (2 Editions), Learning Experience Design, Learning Technology and Learning in the Metaverse. Alongside these he has completed a series of articles on over 260 learning theorists from the Greeks to the Geeks and over 30 podcasts (Great Minds in Learning) derived from these articles.

Donald has over 37 years' experience in online learning, video, simulations, adaptive, chatbot, social media, mobile learning, virtual reality and AI projects. He has designed, delivered and advised on online learning for many global, public and private organisations.

His interest in AI started at Dartmouth College in the US, continued in Expert Systems in the 1990s and in adaptive learning company CogBooks in 2013, also Learning Pool. He founded the world's first AI content generation company 'Wildfire' in 2014 and has been involved in several major AI for Learning companies and projects, delivering real product.

An evangelist for the use of technology in learning, he has won many awards, including the first 'Outstanding Achievement in E-learning Award' and 'Best AIM Stock Market Company', 'Most Innovative Online Product', 'Best Online Learning Project and 'JISC EdTech Award'.

An award winning speaker at national and international conferences, he has delivered keynotes in the UK, Europe, US, Africa, Australia, Middle and Far East. Last year he spoke in Singapore, Senegal, South Africa, US, Norway, Sweden, Germany, Netherlands, Belgium, Greece, Spain and Portugal.

..... also a regular blogger (15 years+) on learning technology.  
ISPI <https://www.youtube.com/watch?v=67tLtm6mEes&t=1s>

# Speakers



**Mr. Zachos Anthis**

Lecturer in AI and Data  
Analytics, Neapolis University  
Pafos

## "Not-so-Human Resources: A Just Transition to AI-Driven Organizational Success".

In the ever-evolving HR landscape, the integration of Artificial Intelligence (AI) marks a transformative shift, ripe with both promise and peril. This presentation introduces a structured (step-by-step) framework designed to empower practitioners in navigating the nuanced realm of AI adoption with critical knowledge. From dispelling myths to unveiling Machine Learning (ML) true potential through expert collaboration, participants embark on a journey to align techno-centric evaluations with organizational objectives, while leveraging compelling case studies and statistical rigor to support informed strategic decision-making in the field. Finally, a comprehensive assessment of the tools available against key success criteria along the way, enables them to effectively translate HR initiatives into sustainable business value and supports them in figuring out how best to work alongside (or ideally, work along with) these technologies. Attendees emerge equipped with actionable insights to harness AI for HR excellence, fostering a seamless transition towards a future defined by AI-driven organizational success.

### BIO

Zach is a pure mathematician admittedly turned computer scientist. He holds a PhD in Artificial Intelligence and Data Analytics with integrated MSc in Quantitative Methods, from the Department of Culture, Communication, and Media at University College London (UCL). He received a Full Doctoral Scholarship from the Centre of Digital Innovation (powered by Amazon) and an Expert Research Area (ERA) Chair Fellowship from the European Commission. He also holds honorary teaching positions as Teaching Fellow for the UCL Knowledge Lab and Visiting Lecturer for the Department of Management Science at the University of Miami (Herbert Business School). He has previously worked as a Senior Researcher for the Department of Electrical Engineering, Computer Engineering, and Informatics (EECEI) at the Cyprus University of Technology (CUT) and an Associate Lecturer in Business Intelligence and Data Analytics for the Department of Computing at the University of Central Lancashire (UCLAn Cyprus). In 2016 he was appointed as Director of Education and EU Programmes Office at the Chamber of Commerce and Industry (CCI). He has formerly served as a reviewer in a range of scientific journals from various academic disciplines, such as International Journal of Human and Computer Studies (IJHCS), IEEE Transactions on Pattern Analysis and Machine Intelligence (TPAMI), Operational Research International Journal (ORIJ), etc.

# Speakers



**Mr. Sripada Vittala**  
Senior Manager at  
Deloitte Dubai

## Elevating the Human Experience with AI

Sripad will talk about “Elevating the Human Experience with AI”, in which he’ll bring to life the exponential change AI is delivering to every aspect of HR. He will showcase a proven approach for companies to build AI as a robust capability for the long run (instead of a pure use-case driven approach) with real industry examples. He will also shed light on the key enablers for HR leaders to succeed in setting up & delivering on their AI agenda. If you are a HR professional keen to ride the AI wave & experience a journey like never before, don’t miss this.

### BIO

Sripad is an AI & Insights Leader at Deloitte Consulting. He specializes in helping large companies set up & operate their AI capabilities. He is immensely passionate about transforming HR operations & spends a lot of his time with HR leaders to help them deliver business value with AI.

# Speakers



**Dr Susan Hetrick**  
CEO and Founder Zuhra  
Consulting

## Toxic Workplace

When we examine extraordinary leaders, we find a common thread. Leaders of this calibre share similar thinking strategies. During this highly interactive and engaging session, you will take a deep look at your own thinking to determine how it is impacting your results both personally and professionally, and you will learn the thinking strategies of the most successful leaders. You will learn tangible techniques for overcoming your most significant leadership obstacles. Be prepared to see the world through a new lens – the lens of an extraordinary HR leader!

### BIO

Dr Susan Hetrick is an organisational psychologist, HR business leader, academic, and author of *Toxic Organizational Cultures and Leadership, How to Build and Sustain a Healthy Workplace* (Routledge, 2023).

Over more than 35 years Susan has worked with global and multicultural organisations such as the World Bank Group, RBS Group, Aegon, Arab Banking Corporation, HSBC, and Deloitte. Her career has enabled her to live and work in the UK, the USA, Europe, and the Middle East.

She has held academic roles with the Universities of Aberdeen, Glasgow, and London, as well as Birkbeck College and Helsinki School of Economics. Her doctorate in Organisational Psychology was awarded by City University Business School.

Susan has had numerous articles on corporate culture and HR published. *Toxic Organizational Cultures and Leadership* is her second book. Her first, *Corporate Reputations, Branding and People Management*, was co-authored with Professor Graeme Martin.

She runs her own specialist culture consultancy, *zuhra consulting*, and is Chair of the Board for Dundee Rep and the Scottish Dance Theatre.

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



# Speakers



**Ms Amy McKeown**

Health, Mental Health and Wellbeing Consultant

## Do Workplace Health Right

**Why Health, Mental Health and Wellbeing is a Board Level issue and how to build change at an organisational level. An exploration into why workplace health, mental health and wellbeing needs to be taken seriously at Senior Levels and what frameworks to use to write and implement wellbeing strategies with impact.**

### **BIO**

#### AWARD-WINNING HEALTH, MENTAL HEALTH AND WELLBEING CONSULTANT

Amy is a highly experienced and strategic health, mental health and wellbeing consultant who has truly unique experience in her field. She coaches organisations of all sizes, putting into place evidence based, measurable and sustainable strategies which are both innovative and fresh, as well as realistic.

Amy, who has been working within health, mental health and wellbeing for almost 20 years, has a very distinctive skill set. She combines a clinical background - specialising in psychology – with expertise in mental health, occupational health, health analytics, and health insurance. Not only does she have the ability to design strategic programmes, she also has the practical ability and experience to implement them effectively.

Whilst Amy has had many successes in varying sectors, most notably she led an award-winning health, mental health and wellbeing programme for corporate giant EY for the UK. 'Health EY' was unique for its time in many ways; it focused on mental health as much as physical health, and prevention as much as cure. Health EY included a comprehensive, monthly health knowledge programme (that attracted over 700 attendees in its first 6 months), and clear care pathways to quickly and easily support employees with issues.

Amy is honest and straight-talking yet very approachable, adapting a coaching style technique with her clients to achieve long term success. Amy is also an advocate for women's health and is planning to expand her consultancy into this space in Spring 2020.

### BEYOND CONSULTANCY

Amy is a trustworthy thought leader within her field. Her innovative approach in health, mental health and wellbeing solutions, which she shares regularly on LinkedIn, spark 100s of interactions and debates every week. Amy is often asked to speak at events to offer her refreshing, straight-to-the-point views on what businesses need to be doing to succeed in their programmes.

Amy, with the support of Pregnant then Screwed, is also campaigning to change the law about a subject very close to her heart, having been made redundant just weeks after suffering a miscarriage. Amy plans to reform the Equality Act 2010 to provide appropriate protection for women who are undergoing an extremely vulnerable and sad time in their lives. The campaign has already been featured on BBC London News and The Guardian.

"My campaign is to change the law around pregnancy and maternity, especially around miscarriage. 1 in 4 pregnancies miscarry and currently no legal protection. 54,000 women a year in the U.K. lose their jobs in and around pregnancy. Things need to change." - Amy McKeown.

### SHORT BIO

Amy McKeown is an award-winning health, mental health and wellbeing consultant. She coaches organisations of all sizes to build strategies with are both innovative and measurable, whilst providing unique expertise in implementing said strategies. Amy is also a respected thought-leader within her field, sharing her advice regularly on LinkedIn and at speaker events such as Mad World.

[amymckeown.com](http://amymckeown.com)

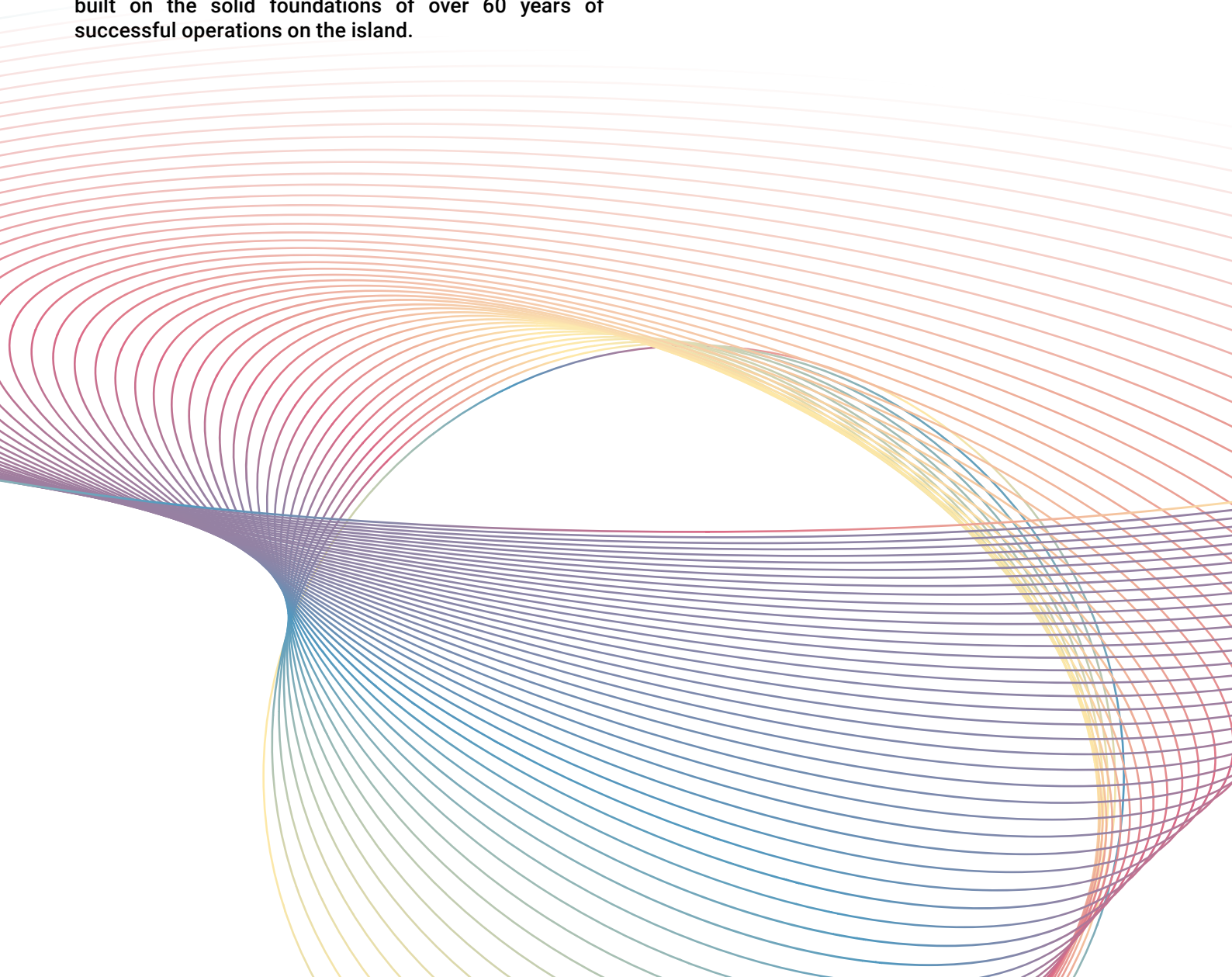
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