

## PwC Business Academy and Nottingham Business School are delighted to invite you to: **Human Resource Management (HRM) Workshop – Master class**

**When:** 8 – 9 October 2009, each day between 9 – 5 pm

**Where:** premises of PricewaterhouseCoopers, Kateřinská 40, Prague 2 (near I.P.Pavlova)

**Language:** English

**Price:** 11 500 CZK + VAT

### Why attend?

If the question of how to become a more strategic partner to the leadership of your company is an issue for you, you should not miss this workshop.

This interactive HRM workshop is organised by PwC Business Academy and tutors from Nottingham Business School and is the first of its type in the Czech Republic. The main aim of the workshop is to provide you with the opportunity to learn more about current international practices in HR and also give you some hints on how to approach HRM in a more strategic way.

A significant part of the workshop will be dedicated to sharing knowledge and experience, networking as well as comparing and contrasting the situation in your company with other HR and L&D managers.

### Objectives of the workshop:

1. To share and develop understanding of the impact of effective Human Resource management on Organisational Performance
2. To explore ways of increasing the credibility of the HR function in organisations in Central Europe
3. To examine current international and global practices in the area of HRM, and their impact on the region
4. To discuss the relevance and appropriateness of studying for a Postgraduate Diploma in HRM (CIPD Member Accreditation) offered by Nottingham Business School and PwC Business Academy.

### Main issues of the workshop:

- The business case for HR Management
- Managing "Talent" in turbulent times
- Developing an "Employer of Choice" status
- Relationships with line managers and "professionalising" the function
- Managing employee performance
- Identifying key issues for HR specialists in Central Europe.

### Who should attend?

HR managers, Learning & Development managers, people in leading and strategic positions in HR and the L&D area.



PwC Business Academy is also delighted to announce that we are bringing the internationally recognised qualification of the Chartered Institute of Personnel and Development (CIPD) to the Czech Republic in the spring 2010. We will give you the chance to obtain a Postgraduate Diploma in Human Resource Management from the CIPD. You will find out more about the qualification itself at this workshop.

Workshop will be led by Dave Doughty and Lynnette Harris from Nottingham Business School, Fellows of the Chartered Institute of Personnel and Development.

Please fill in the registration form on our website [www.pwc.cz/academy](http://www.pwc.cz/academy) if you wish to attend. Places are limited.

For more information, please contact Helena Hrubesova at [business.academy@cz.pwc.com](mailto:business.academy@cz.pwc.com).