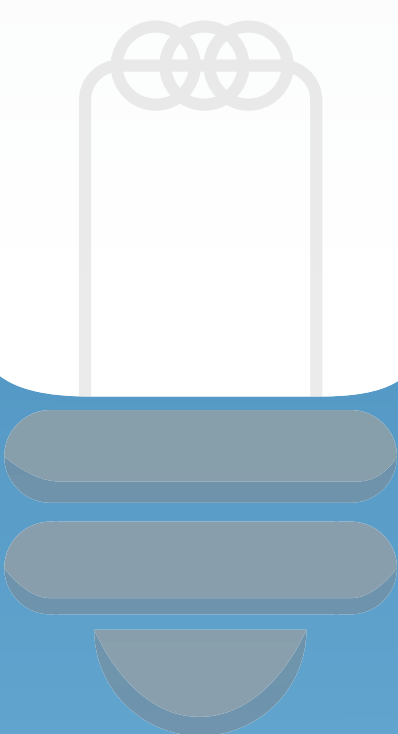




CHINA  
HUMAN CAPITAL  
FORUM 2016  
中国人力资本论坛



60+  
/year

HRVP/HRD speakers from  
Fortune 500 companies

18,000

distinguished human resource  
attendees over the past 7 years

About 100

Chinese and global leading  
human resource providers

HR<sup>o</sup>ot

September 8th - 9th, 2016  
Jingan Shangri-La, West Shanghai

# Organizational design: The rise of teams

Companies become more agile and customer-focused, organizations are shifting their structures from traditional, functional models toward interconnected, flexible teams. Businesses are becoming more like Hollywood movie production teams and less like traditional corporations, with people coming together to tackle projects, then disbanding and moving on to new assignments once the project is complete.

This new structure has sweeping implications, forcing programs such as leadership development, from KPI to OKR performance management, learning, and career progression to adapt.



# Taking Talent Management From Antiquated to Innovative

In the enterprise, appropriate learning opportunities will help improve employees' engagement and create a strong work environment. Learning project not only improves employees' skills but also is an integral part of their value proposition. Combine study programs with the needs of employees while carrying out enterprise learning through new technologies and new models, such as using MOOC AR, using of advanced video learning tools, and mobile learning, etc., enterprise learning is transforming from traditional model to a new paradigm. A new type of employee learning is emerging that is more "consumer like" and that brings together design thinking, content curation, and an integrated model offering an end-to-end designed learning experience, which meet the learning needs of employees in the largest extent.



# Design thinking: Crafting the candidate and employee experience

In the internet era , the job itself becomes more and more difficult to standardize ,HR really need to put talents at the core role, redesign work process with design thinking and take a new way to build employee experience . Human resource departments of excellent corporations have simplified and redesigned the work environment in order to improve employee enthusiasm and working conditions. Airbnb, the startup of sharing economy of Silicon Valley, recently created a new position "Global Head of Employee Experience" , who is responsible for promoting the "employee experience" and "comprehensive delivery" . Now, more and more innovative HR organizations are taking their efforts a step further by incorporating design thinking into their approach to recruiting, managing, supporting, and training people. In the recent survey, 50 percent of those executives who rate their talent programs as excellent state that they apply design thinking well. Clearly, design thinking is emerging as a best practice for leading companies and innovative HR organizations.



## Engagement: Challenges Are Always on

Employee engagement is a headline issue throughout business and HR. Improving employee engagement becomes more and more challenging, because lack of engagement will not only lead to low efficiency, but also will bring high staff turnover, which means heavy losses to the enterprise. Today, the annual employee engagement survey is being replaced by new “employee listening” tools such as pulse surveys, anonymous social tools, and regular feedback check-ins by managers. All these new approaches and tools have given rise to the “employee listening” officer, an important new role for HR. Building a compelling and meaningful work environment is a complex process, and managers still face many challenges in the process of dealing with their jobs on employee engagement.



# Background

In 2016, with the increasing adverse and uncertain factors in the world economy, more possibilities of low-speed operation, the slow recovery of economy in developed countries, the deceleration new economy union, the entire world economy is recovering with no momentum. Meanwhile, the competition of trade and new technology force China to realize the revolution and upgrade of economy. The latest report The Prospect of World Economy and Market from Goldman Sachs forecasts, in the next 25 years, the labor of China is estimated to decline 0.47% per year, the demographic dividend will gradually disappear. In the future, China will replace demographic dividend with talent dividend, moving forward from market economy to capital economy, seizing the competitive advantage in a new turn of economic development.

The new economy including sharing economy, Internet economy, industry 4.0 and latest technologies including cloud, big data, etc. are profoundly influencing the future development of enterprises in China and urging human resource management to keep up with the trends for revolution and innovation. Peter Druker once said: "The Internet eliminates distance, and this is the most influential part." Under the impact of Internet thinking, the borders of organizations are vanishing. The organizational design comes to be the largest challenge of human resource management to enterprises. The vertical layer structure is replaced by the flat net structure. The relationship between individuals and organizations will no longer be attached, everyone is able to be "self-employed", organizations should pull out potentials of every employee, give play to their abilities and build a positive, open and inclusive company culture.

Human resource management should be more "digital thinking" at the same time. In every part of HR management, the behaviors and patterns of human resource can be presented by digitalization, including big data performance management platform, effectiveness analysis system and recruiting, person-job matching which based on big data. For HR management, the Internet plus doesn't only mean offering tools at some specific HR management module, but realizing Internet management in entire HR management process, offering real change to HR management, employees and enterprises. In the age of Internet plus, recruiting, talent management, performance appraisal, and organization culture set up should keep up with the change, meanwhile rethink and restructure. HR department needs to focus on core value, developing talent valve, triggering inner motivation and passion to the largest extent, building a dynamic and effective organization, keep improving self-influence and presenting their values.

In this new age, the 9th China Human Capital Forum will be hosted at Shanghai Jingan Shangri-La Hotel on September, 8-9, 2016 by China's leading human resource media, HRoot, providing a high-end, rational and forecasting communication platform, discussing more flexible and diversify solutions of talent management in China's and global market in the future, helping enterprises in China achieve rapid development by efficient human resource services.

China Human Capital Forum 2016 converges decision makers of government, business schools, authoritative scholars of associations, HR management elites of Fortune 500, communicating the opportunities and challenges of development of world economy and what opportunities and challenges of HR management these HR managers are facing under their strategic responsibilities and new economy form, the hot topic and trends of global HR management, exploring the best path for enterprises' development in the future.



# Information

## Time

9:00 a.m.-17:00 p.m.,  
September 8-9, 2016

## Venue

Jingan Shangri-La, West  
Shanghai (1218 Middle Yan'an

## Website

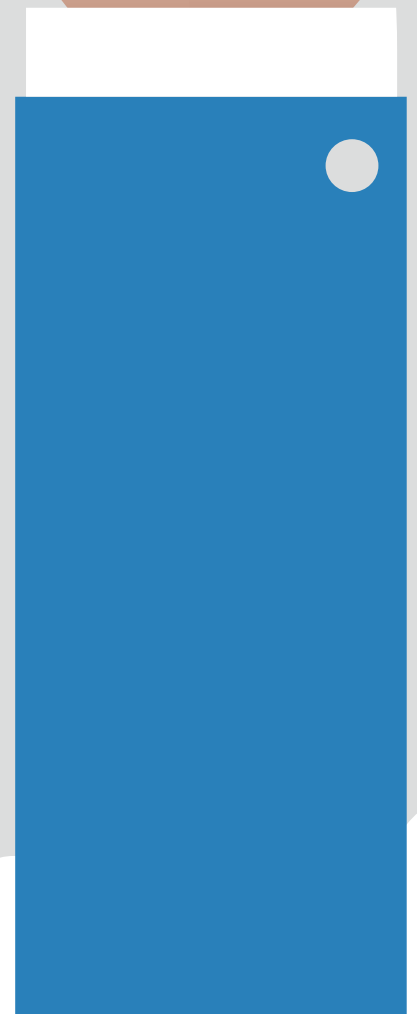
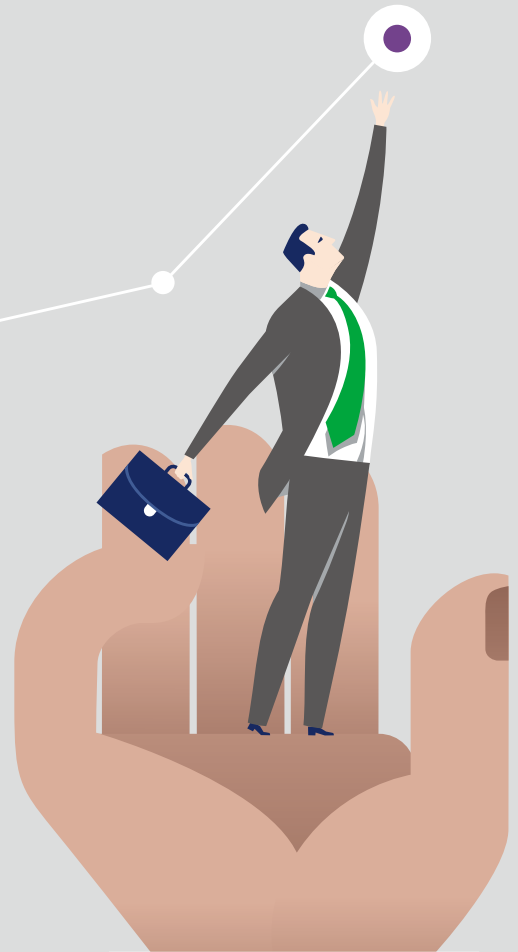
<http://chcf.hroot.com/en/>

## Attendee Profile

CEOs, Presidents, General  
managers, HR Vice President,  
HR managers, HR directors,  
medium and senior executives

## Member

1,500



# Sponsor benefits

赞助价值

China Human Capital Forum 2016 will converge plenty of media resources for massive promotion, including cutting-edge financial and economic media and comprehensive media with high target market share; By means of reports from dozens of media during the forum, it will certainly raise plenty of attractions and impacts. The brands, products and services of sponsors will be intensively promoted to the largest extent, thus the enterprises will maintain the competitive advantage in the industry and build up a well public relationship.



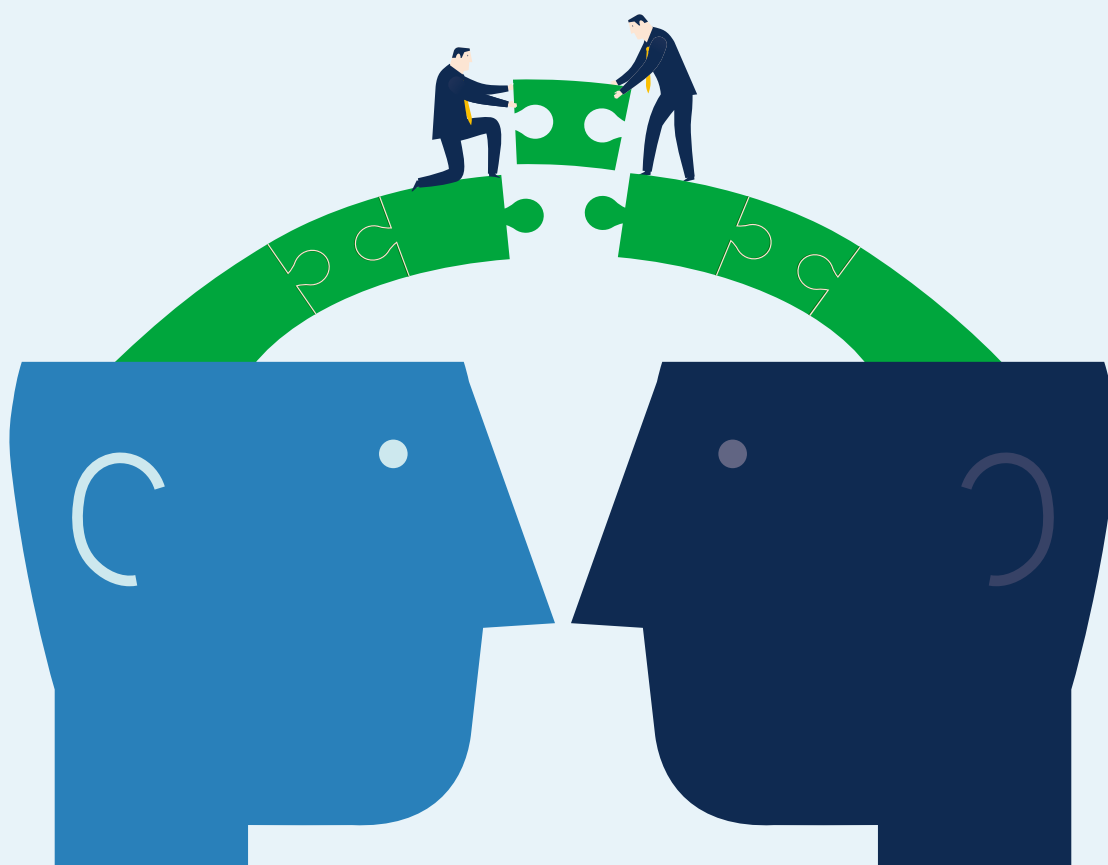
China Human Capital Forum 2016 will directly and prior present all sponsors to over 1,500 HR professionals and elites from Fortune 500 companies. Every sponsor will be promptly drew attention by dozens of top press media on site, which will effectively enhance the recognition and popularity in the target audience with only a little investment from sponsors.



Large amounts of corporate executives with purchase demands and decision-making abilities will attend China Human Capital Forum 2016. All sponsors will be the focus of the forum with their special identity and honor, who will have the advantage of business cooperation, seeking potential cooperation opportunities and lay a solid foundation when sponsors are exploring new markets.



All sponsors will be given opportunities to effectively and actively have multi-channel close communication with lots of executives, CEOs from Fortune 500 and professionals from numerous well-known HR institutions by China Human Capital Forum 2016, building up a well communication network, achieving more and better resources of public relationship.





	Amount (RMB)	Sponsor Benefits	Sponsor Benefits
<b>Chief Sponsor</b>	1,000,000	Only One	<ul style="list-style-type: none"> <li>● Publicity video looped before the opening of forum and during tea breaks</li> <li>● Exposure from various mainstream media before, during and after the event</li> <li>● Logo listed in ads published by numerous media</li> <li>● Logo listed under the "Chief Sponsor" category on the backdrop board of all seminars</li> <li>● Special gratitude remarks during the opening ceremony</li> <li>● Two page ad in the forum brochure</li> <li>● Tote bag insert (one item, e.g., brochure/flyer)</li> <li>● Company name, logo and introduction displayed on the forum website</li> <li>● Thirty free client tickets (worth RMB 144,000)</li> <li>● One tailor-made booth outside the forum hall</li> <li>● Networking opportunities during tea breaks and dinner party</li> </ul>
<b>Diamond sponsor</b>	100,000	Twelve	<ul style="list-style-type: none"> <li>● Publicity video looped before the opening of forum and during tea breaks</li> <li>● Exposure from various mainstream media before, during and after the event</li> <li>● Logo listed in ads published by numerous media</li> <li>● Logo listed under the "Diamond Sponsors" category on the backdrop board of all seminars</li> <li>● One page ad in the forum brochure</li> <li>● Company name, logo and introduction displayed on the forum website</li> <li>● Tote bag insert (one item, e.g., brochure/flyer, less than twenty pages)</li> <li>● Ten free client tickets (worth RMB 48,000)</li> <li>● One senior booth outside the forum hall equipped with a LED screen</li> <li>● Networking opportunities during tea breaks and dinner party</li> </ul>
<b>Platinum Sponsor</b>	50,000	Forty	<ul style="list-style-type: none"> <li>● Logo listed under the "Platinum Sponsors" category on the backdrop board of all seminars</li> <li>● One page ad in the forum brochure</li> <li>● Company name, logo and introduction displayed on the forum website</li> <li>● Tote bag insert (one item, e.g., brochure/flyer, less than ten pages)</li> <li>● Three free client tickets (worth RMB 14,400)</li> <li>● One standard booth outside the forum hall</li> <li>● Networking opportunities during tea breaks and dinner party</li> </ul>

# Speakers of this event last year come from following enterprises:



# Part of sponsors are summarized below:

			 美国管理协会 (中国)
			
			
			
			
			
			
			
			

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## ABOUT HRoot

HRoot is the largest human resource media company in China, with such brands and services as HRoot.com, a world's leading HR management website; Human Capital Management magazine (ISSN 2095-8404, CN 31-2102/F), a leading HR industrial journal in China; Overclass, an elite club for HR professionals; the Annual Human Resource Awards in Greater China, a top-notch industrial event with utmost authority, scale and influence; the China Human Capital Forum, a leading annual HR summit in China; the CHRO DIALOGUE, the top notch human resource conference in China; the Tech^HR, a human resource forum tour with the largest scale in China, and the China Human Resource Service EXPO, an exhibition with the largest scale of the industry in the world, which attracted 33,187 visitors in 2015. HRoot also owns App with the largest number of both downloads and users, the Global HR News. "Ranking & White Paper of Best 100 Human Resource Service Brands in Greater China" and the "Ranking & White Paper of Global 50 Human Resource Service Providers", two annual reports released by HRoot are considered as the guidepost of this industry. HR-MarketWatch, the first of its kind in the world offers real-time news service, which is now a major source of competitive intelligence and monitoring platform of the industry.

The website of HRoot has two million HR professionals as its registered users, with a total of more than 500 million visits each year; there are more than 50,000 participants to its off-line events each year, and its publications have a total readership of 35,000. HRoot serves over 50,000 clients currently, including more than 95% of the Fortune 500 companies in China. In addition, HRoot has more than 500 HR service providers, business schools, associations as its ad clients and sponsors, including nine of the top ten global HR service providers: IBM, the world's largest science and technology corporation; Mercer, the world's largest HR consulting firm; Adecco, the world's largest HR service corporation; ADP, the world's largest HR outsourcing company; LinkedIn, the world's largest business SNS website; HBS, the top-ranking business school in the world; SAP, the world's largest enterprise management software solutions provider; Oracle, the world's largest corporation of enterprise software and database.

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