

ROADSHOW

RISORSE UMANE[®] ***& NON UMANE***

Le grandi trasformazioni

Human and Non-Human Resources
The Great Transformations

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The Roadshow
was born and lives around
the ESTE editorial activity
dedicated to HR matters:
first and foremost,
the magazine
Persone&Conoscenze



THE SUBJECT MATTER

We live in an era of great transformations. And we are better off taking these novelties seriously. As a result of **digital transformations**, we live **constantly connected**, through **machines** that accompany us in our daily lives and work, and to which we entrust our most private knowledge and memory. **Cities, offices and factories are transforming**. Work can be done anywhere and everywhere. With automation, certain tasks become extinct, while simultaneously new ones are born every day. Similarly, the **job market is also changing**. The space occupied by full-time, permanent contracts is diminishing. Conversely, part-time work and short-term contracts are on the rise, while job insecurity and unemployment increase.

Economic transformations have led to an amplification of the **divergence between richness and poverty**. In business, the **high compensation of a select few**, contrasts the **meagre pay of vast numbers of workers**. Hence the growing need for support and welfare policies. Even **political and social assets appear to be undergoing a transformation**: democratic institutions face an apparent crisis, while cravings for strong Leadership become palpably manifest. Great transformations, therefore, alter the context within which we are accustomed to operate. **How can we face-up to these changes? This question is relevant to every manager, but in particular those who manage Human Resources.**

STOPS ROADSHOW 2020



PAST EDITIONS



Stories from managers and entrepreneurs
of medium-sized companies on:



STRATEGIES
for employee
management



TOOLS
technological and otherwise,
to support HR management

in matters of research and selection, training and development,
remuneration policies, internal communication, knowledge
management, relocation services...

THE STRUCTURE AND THE SPEAKERS

Every Roadshow meeting is held in quality hotel facilities (4 stars minimum) and develops over the course of an entire working day, from 9.30am to 5.00pm. The convention program unfolds alternating between stories and debates told by:



Witnesses of business
and work culture



HR Managers



Managers



Company
Leaders

VISITOR TARGET **COMPANIES**

Based in the relevant
geographical areas

With between
100 and 500 workers

COMPANY LEADERS:
Entrepreneurs,
Directorate General, etc.

Organization and HR Managers

Professionals responsible for
selection, administration, training
and development, compensation

People Managers

VISITOR TARGET **PROFILES**

VISITOR TARGET

CHANNEL PARTNERS

The project is also promoted among potential **HR channel partners** in the geographical area of interest:



Work consultants



Professional
studies on HR

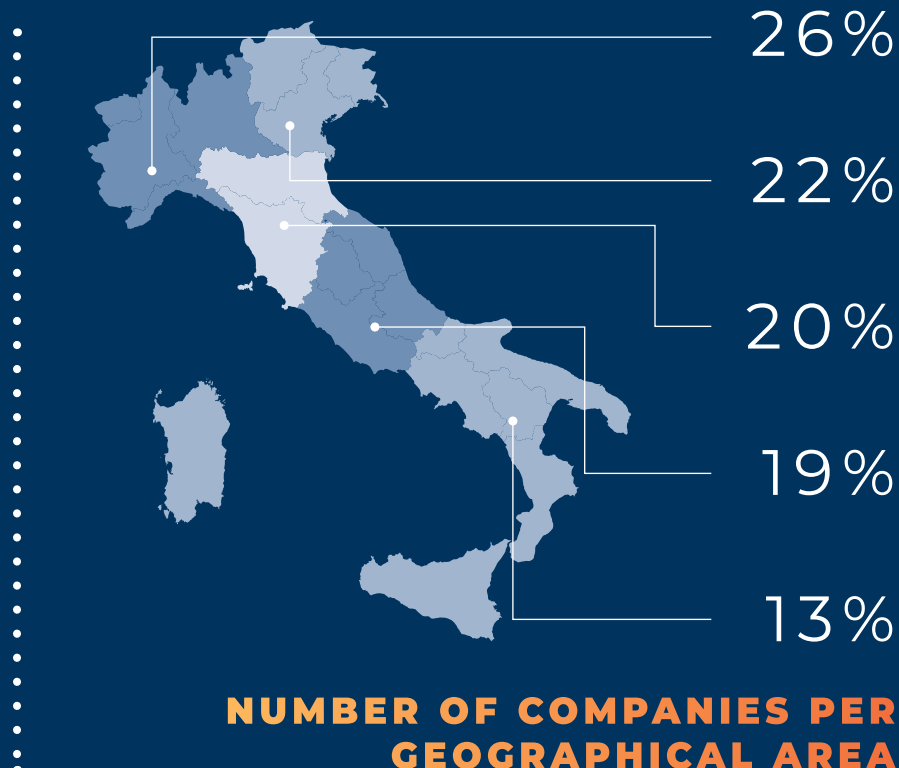
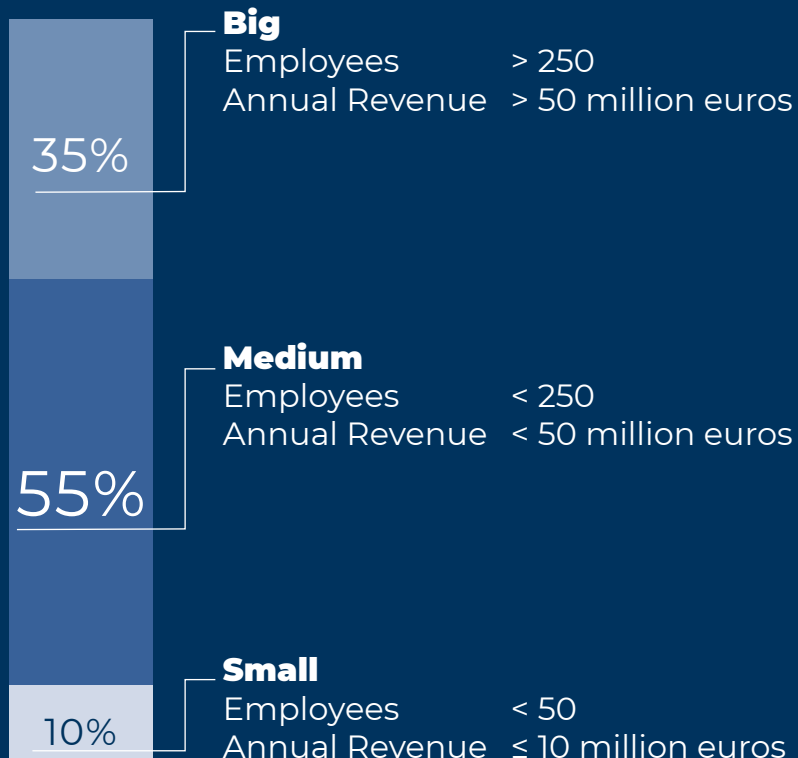


Local consulting
companies

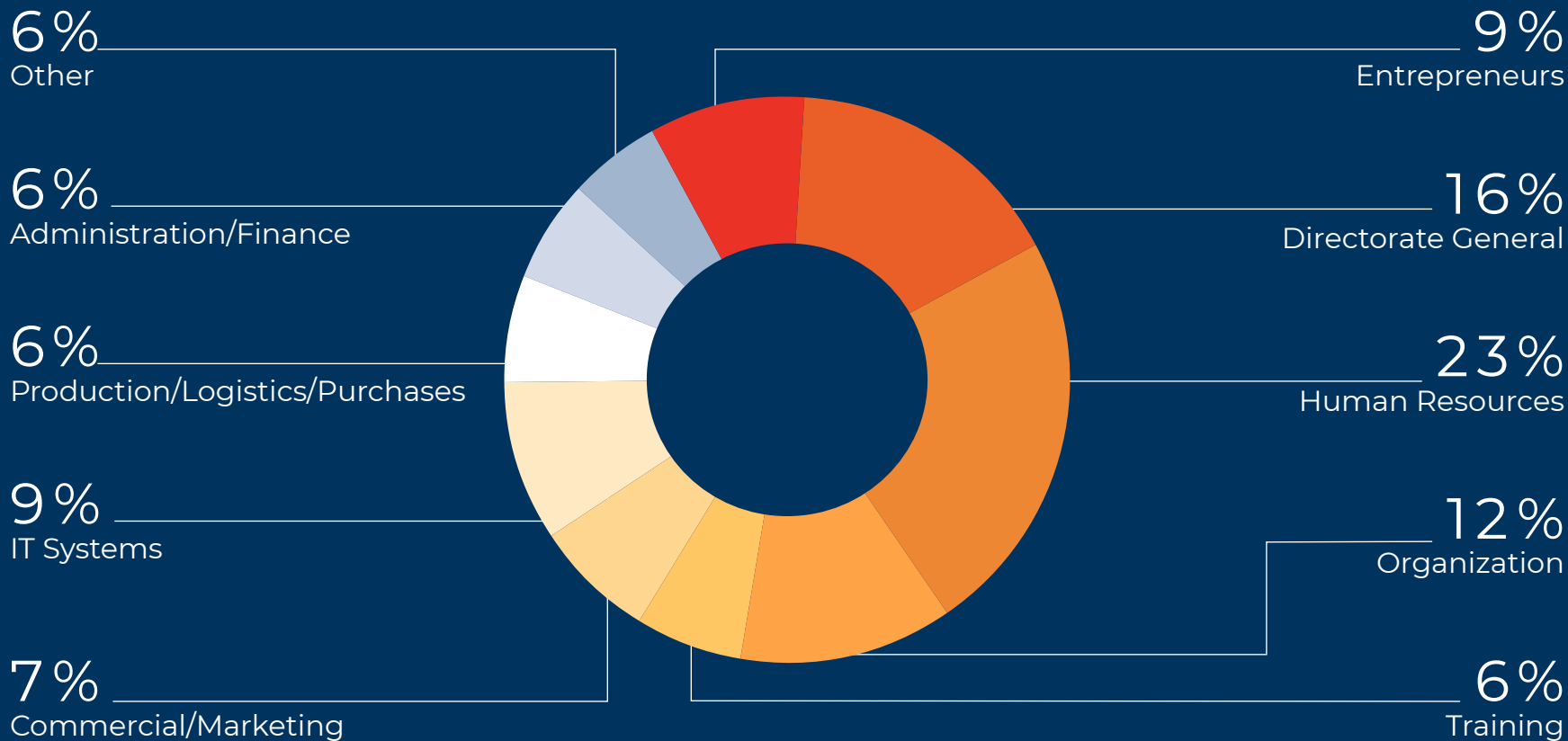


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THE ESTE DATABASE

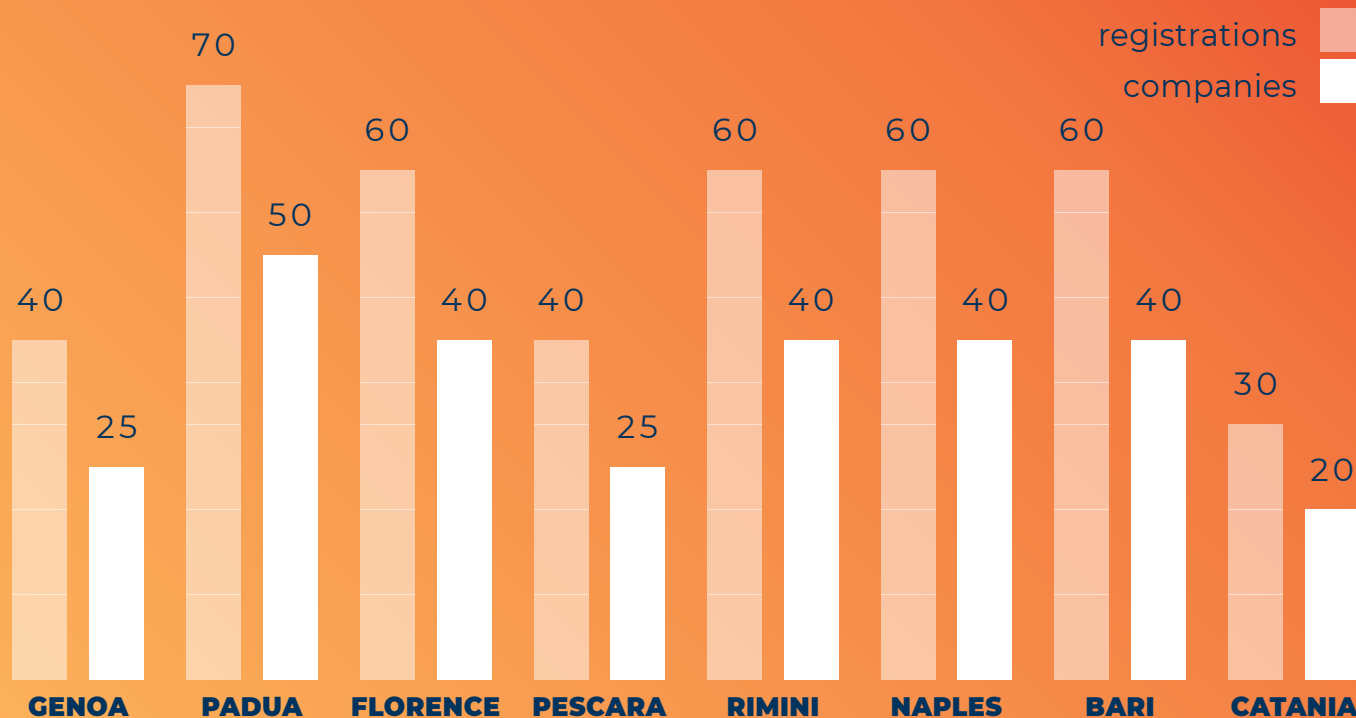


EMPLOYEE DETAILS BY BUSINESS FUNCTION



AIM FOR REGISTERS COMPANIES

Attending the conventions is free of charge but dependent on conformation with the project's target .



COMMUNICATION

The Roadshow will be backed by communication activities before, during and after its holding developed through advertisement on:

- Magazines *Persone&Conoscenze*, *Sviluppo&Organizzazione* and *Sistemi&Impresa*
- Website **www.paroledimanagement.it**
- Local print newspapers

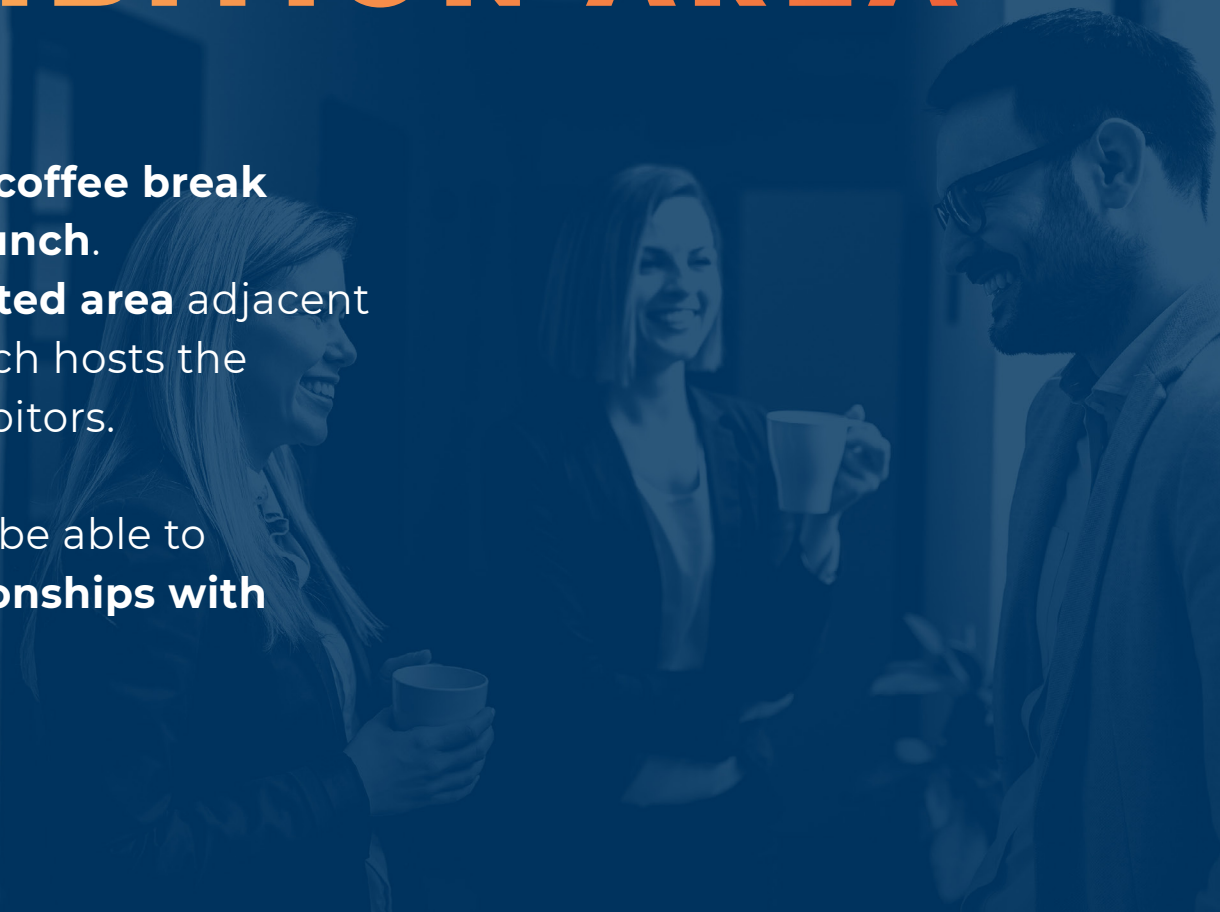


THE EXHIBITION AREA

Every convention foresees a **coffee break** mid-morning and a **buffet lunch**.

Breaks are held in a **designated area** adjacent to the conference room, which hosts the stands of Sponsors and Exhibitors.

Sponsors and Exhibitors will be able to enjoy breaks **to foster relationships with participants**.



BUSINESS OFFERS

PARTICIPATION AS SPONSOR GUARANTEES THE FOLLOWING SERVICES:

- Inclusion of a keynote speaker in the cultural program of the event
- Excel file with record of registered and actual event participants
- Company logo visible on all promotional material – mailing, invites, advertising pages
- Exposition desk situated in close proximity of the conference room
- Night-stay at the hotel facility (2 guests)

4,000 euros + VAT per stop

PARTICIPATION AS EXHIBITOR GUARANTEES THE FOLLOWING SERVICES:

- Excel file with record of registered and actual event participants
- Company logo visible on all promotional material – mailing, invites, advertising pages
- Company logo and business profile visible on conference documents
- Exposition desk situated in close proximity of the conference room
- Night-stay at the hotel facility (2 guests)

2,500 euros + VAT per stop