

# Expatriate Management and Global Mobility Conference 2011

Managing assignments efficiently and cost effectively from assignee selection to repatriation

## Programme Highlights:

- Link global mobility policies with **changing business demands**
- Ensure there is a real need for your international assignment and develop a budget driven policy
- Link cross border assignments with **talent programmes**
- Prepare your assignees for their **next steps**
- Understand global **tax compliance**
- Understand **immigration rules** moving employees in or out of the EU
- Discuss how to deal with **negative COLA**
- **Manage localisation** and find the right balance between UK and local policies and cultures
- Manage expats in **dangerous locations**



Thursday, 9 June 2011, CCT Venues, Canary Wharf, London



### Chaired by:

**Stephen J Perkins**, *Professor of Strategy and HRM, Director, Business & Management Research Institute, University of Bedfordshire*

## Expert Analysis From:

- **Peter Reilly**, *Director, HR Research & Consultancy, Institute of Employment Studies*
- **Caroline Thorley-Farrer**, *Global Mobility Director, Atos Origin*
- **Sarah Buttler**, *Founder, Sarah Buttler Associates*
- **Andrea Elliott**, *Founder, Pro-Link GLOBAL*
- **Catherine McMenamin**, *Global Reward Project Manager, Oxfam*
- **Ellen Shipley**, *Vice President Global Mobility, BT*
- **Lee Hamilton**, *Associate Director, International Assignment & Expatriate Tax Services, RSM Tenon*
- **Bola Ogun**, *Group International Reward Manager, Imperial Tobacco*

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# Expatriate Management and Global Mobility Conference 2011

## Managing assignments efficiently and cost effectively from assignee selection to repatriation

Unravel some of the most demanding challenges you face when managing a global workforce. You will hear a wealth of best practice case studies on international assignment management from a range of multinational organisations. This event has been specially designed to assist in-house HR professionals responsible for the management and administration of expatriate's and international employees.

There is ever increasing pressure for employers to measure the business benefits of sending employees overseas vs. the costs. HR professionals have had the challenge of reviewing mobility policies and matching the changing needs of their businesses, whilst also managing and developing international talent. For assignments to be a success employers must ensure that they have the right people in the right places and manage expectations, localisation and repatriation strategies.

This conference will provide you with the necessary tools to refine your mobility process to match changing business needs and objectives. Featuring best practice case studies from **Oxfam, BT and Imperial Tobacco**, legal updates and knowledge sharing networking sessions, the event will examine key aspects of the management of employees working overseas ranging from **International talent development and changing legislation to international reward and localisation**.

## Benefits of Attending

- Understand the new **global context** in the aftermath of the Recession
- Examine the day to day challenges faced by International HR professionals
- Manage business benefits vs. costs
- Develop international leaders and talent management strategies
- Raise cultural awareness and localisation to avoid culture shock
- Increasing value from your suppliers and establishing effective vendor relationship management
- Examining employment legislation governing the expat
- Unravel the challenges of international reward

## Who Should Attend?

- Directors, Heads and Managers of:
- International HR Practitioners
- Group Heads of HR
- Global/ International Mobility Directors and Managers
- Compensation and Benefits Directors
- International Reward Directors
- Expatriate Managers
- Tax Experts
- Global Pensions Directors
- Heads and Directors of Colleague Relations / Employee Relations
- Heads and Directors of International Assignments
- Heads and Directors of Relocations

## Who will be speaking?



**Peter Reilly** is Director of Research and Consultancy at the **Institute for Employment Studies**. He joined IES in 1995 after a 16 year career with Shell where he held various HR posts in the UK and abroad including both generalist jobs (eg as Personnel Manager for Shell UK's Information and Computing division) and specialist roles (eg in compensation and benefits, recruitment and career development, and industrial relations). At the Institute he leads its work on the HR function and significantly contributes to the Reward and Performance Management theme.



**Caroline Thorley-Farrer**, **Global Mobility Director, Atos Origin**, started her career in mobility working for Arthur Andersen in Brussels, Belgium, specialising in expatriate tax. She then made the move into Deloitte and then in-house as an assignment manager at Atos Origin. She is now Global Mobility Director.



**Sarah Buttler**, **Founder, Sarah Buttler Associates** Prior to founding SBA in March 2008, Sarah was Director of Ernst & Young's Global Business Immigration Services ("GBIS") practice and headed the provision of technical services throughout the Europe, Middle East & Africa region and the business development proposition globally.



**Andrea Elliott**, was admitted to the Bar in 1986 in South Africa. She has practiced global immigration law in the USA since 1991, representing large, mid-size and small companies. She specializes in International Immigration to and from any country in the world and Domestic Migration into Africa. She began her U.S legal career as Counsel to HirsonWexlerPerl (now Fragomen) an immigration firm in Southern California, using her international legal experience and language skills (English, Afrikaans, German, Dutch, French and Spanish). Andrea relocated to Florida in 2005, and **founded Pro-Link GLOBAL, Inc.**



**Bola Ogun**, **Group International Reward Manager, Imperial Tobacco**. Bola is the strategic management lead for a large and diverse global mobility programme. His role also encompasses int'l benefit, long and short-term incentive plans, and global pensions. He is a senior reward practitioner with a demonstrable track record of success (over 16 years) in tough 'in house' Reward and iHR roles, across the Energy, IT and FMCG sectors. He has a broad range of both strategic and tactical operational experience in the areas of talent mobility, reward (compensation, benefits and equity base remuneration), and organisation effectiveness (design, development, governance and scrutiny).



Catherine McMenamin, works within the **Oxfam GB Reward Centre of Expertise**, leading key projects relating to reward policies and practices across local, national and expatriate populations, as well as managing the reward harmonisation within Oxfam International's Single Management Structure integration in 80 countries. Prior to Oxfam, Catherine worked for 6 years with the global HR consultancy, ORC Worldwide (latterly part of Mercer), in an industry specialist team dedicated to the not for profit sector.



**Professor Stephen J. Perkins** completed his postgraduate education at the Saïd Business School, University of Oxford (Green Templeton College), where he received a DPHIL for a thesis exploring strategies for managing senior management practise under the rubric of Anglo-American corporate governance principles. Professor Perkins held a series of senior management posts in industry during privatization and internationalization initiatives. Professor Perkins conducts research under the rubric of comparative and international organization and employment studies, with particular emphasis on the interplay of corporate governance, strategy and reward.

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# Conference Programme

Thursday, 9 June 2011, CCT Venues, Canary Wharf, London

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09.00 – 09.30 **Coffee and Registration**

09.30 – 09.40 **Introduction and Opening Address by Conference Chair**

**Stephen J Perkins**, *Professor of Strategy and HRM, Director, Business & Management Research Institute, University of Bedfordshire*

09.40 – 10.10 **Linking Cross Border Assignments with Talent Programmes**

- Sourcing the right talent for international programmes
- Building an international brand
- Coaching and mentoring while on assignment
- Managing expectations
- Preparing for your assignees next assignment

**Peter Reilly**, *Director, HR Research & Consultancy, Institute of Employment Studies*

10.10 – 10.40 **Matching Global Mobility Policies with Business Needs**

- Ensuring there is a real need for your international assignment
- Develop a budget driven policy
- Measuring business benefits vs. cost
- Effective communications between department: Ensuring every bodies reading from the same sheet
- Make most for expat using local knowledge and resources – even if cut down on policies
- Managing business expectations of the stakeholders and time pressures in achieving a successful expatriate move

**Caroline Thorley-Farrer**, *Global Mobility Director, Atos Origin*

10.40 – 10.55 **Questions and Discussion with Speakers**

10.55 – 11.25 **Coffee and Networking**

11.25 – 12.05 **Global Understanding of Tax Compliance**

- Examining global tax compliance
- UK tax residency rules
- Examining new case laws

**Ellen Shipley**, *Vice President Global Mobility, BT*

**STREAM A – UK Immigration**

**Understanding UK Immigration rules**

- Review of the points based system
- Intercompany transfers

**Sarah Buttler**, *Founder, Sarah Buttler Associates*

**STREAM B – Non-EU Immigration**  
**Global Immigration Compliance: Moving Employees Outside of the EU**

- Advance planning – what to watch out for
- Red Flags – common misunderstandings
- Case Studies

**Andrea Elliott**, *Founder, Pro-Link GLOBAL*

12.55 – 13.55 **Lunch and Networking**

13.55 – 14.35 **Knowledge Share and Networking Session**

Split into round table groups and discuss your key concerns with your peers:

- Vendor management
- Challenges when moving to new locations
- Planning your assignees next steps
- Does gender matter in mobility policy?

14.35 – 15.10 **International Reward - Navigating the Challenges in 2011**

- Dealing with negative COLA
- Payment of benefits
- Applications of home v host compensation methodologies

**Bola Ogun**, *Group International Reward Manager, Imperial Tobacco*

15.10 – 15.30 **Coffee and Networking**

15.30 – 16.00 **Managing Localization**

- Considering your host countries employment law and culture
- Finding the right balance between UK and local policies and culture
- Helping your employees feel linked to both home and host country
- Managing inductions and recruitment in host country

**Lee Hamilton**, *Associate Director, International Assignment & Expatriate Tax Services, RSM Tenon*

16.00 – 16.30 **Managing International Assignees during Crisis**

- Managing expats in dangerous locations
- Scaling up very quickly and deployment in disaster zones
- Review of expat packages
- Dealing with skills gaps and growing talent
- Reviewing exit strategies

**Catherine McMenamin**, *Global Reward Project Manager, Oxfam*

16.30 – 16.40 **Questions and Discussion with Speakers**

16.40 **Chair's Closing Comments and Close of Conference**

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### Venue

CCT Venues, Canary Wharf, Isis Building, Thames Quay  
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### Date

Thursday 9th June 2011

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