

# TALENT & TRAINING CONFERENCE

#trainingandtalentoct24

*BUILDING A CULTURE TO ATTRACT AND RETAIN*

Tuesday 1st October 2024 ~ One Moorgate Place, London EC2R 6EA

Propel<sup>info</sup>

Tickets are £345+VAT for operators, £395+VAT for suppliers

Premium Club members get a **20% discount** ~ Email: [kai.kirkman@propelinfo.com](mailto:kai.kirkman@propelinfo.com) to book places

## 9.30am – 10.00am: Registration

**10.00am – 10.30am:** **Katy Moses, managing director of sector insight consultancy KAM**, talks through exclusive research on the current state of recruitment and retention across the sector, and where it could be doing better.

**10.30am – 11.00am:** **Kathryn York, chief people officer at KFC UK and Ireland**, talks through the success of the brands “The Hatch” youth employment programme, which looks to help young people into their first job, and its “The Kentucky Club”, which hosts jobs-based pop-up events around the country for young people.

**11.00am – 11.30am:** **Ceri Gott, chief people officer at Hawksmoor**, discusses how the award-winning business has dealt with talent shortages, how it keeps its teams energized, and how it finds the right people to help make match its ambition to open “world class restaurants in world class cities”.

**11.30am – 12.00pm:** **Lorraine Copes, founder of Be Inclusive Hospitality**, looks at how the sector ensures it maximises the benefits of inclusivity and diversity with panelists including **Hannah Plumb, talent and culture director at The Alchemist**, **Raj Jones, head of diversity, equity and inclusion at Sodexo**, and **Georgina Warren, global diversity, equity and inclusion director, at IHG Hotels & Resorts**.

## 12.00pm – 1.00pm: Lunch

**1.00pm – 1.30pm: The Culture Debate** – Defining, creating, developing and improving culture is often quite a mysterious art. No one metric can quantify it and everyone defines it so differently. This panel featuring **Trudi Parr of Mollies**, **Jo Harley of Korero**, **Craig Bunting of Bear Coffee**, and **Josh Light of The Sababah Group**, will debate their thoughts on all things culture and why it supersedes everything – Hosted by **Abi Dunn, founder of Sixty Eight People**.

**1.30pm – 2.00pm: To Test or not to Test?** L&D heavy weights, including **Tom Vivace, head of talent at Turtle Bay**, **Gina Knight, head of people at Flat Iron**, and **Rachel Masing, people director at ETM**, debate the pros and cons of psychometric profiling. Has anyone found the magic formula that correlates pre appointment testing and high performance? – Hosted by **Abi Dunn, founder of Sixty Eight People**.

**2.00pm – 2.30pm: High impact people teams:** **Josie Adam, Jenni Haywood** and **Dominique Macaly** who head up the **Incipio Group's people team** talk about the incredible culture they have created and their new strategy for the company's upcoming flagship Olympia project – Hosted by **Abi Dunn, founder of Sixty Eight People**.

## 2.30pm – 3.00pm: Coffee Break

**3.00pm – 3.30pm:** **Karen Turton, founder of Purple Story**, discusses the challenges around career development in a fast-moving, broad sector with **Barrie Robinson, operations director at Parkdean Resorts**, **Mat Heather, group operations director at Old Spike Roastery**, **Travis Fish, operations director at Comptoir Libanais**, and **Valerie Graham, operations director at Premier Inn**.

**3.30pm – 3.45pm:** **Liz Robertson, people director of the Inn Collection**, delves into the award-winning company's mission statement of “making people happy”, which aims to support its people in their personal and professional development.

**3.45pm – 4.00pm:** **Matt Hudson, people director at Popeyes UK**, talks about creating and evolving a people culture whilst opening up to 30 sites a year.

**4.00pm – 4.25pm:** **Greene King's people and culture director Vickie Elsey**, on how the brewer and pub operator is championing diversity and inclusion through various training programmes, including reverse mentoring, which flips organisational hierarchy on its head.

**4.25pm – 5.10pm:** **Jill Scatchard, HR director at Oakman Group**, on how the award-winning business has kept its staff retention at an all-time high, how its ongoing efforts in six core pillars of engagement; Reward & Recognition, Information Sharing, Empowerment, Wellbeing, Instilling Pride and Job satisfaction, continue to gain it recognition in the Sunday Times Best Places to Work list, and how ensuring it provides a positive workplace and commitment to the wellbeing of our team, pays dividends.

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PARALLEL SESSIONS

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For the first time, aside from the main conference schedule on 1 October, delegates can book into our small capacity parallel sessions to deep dive into a subject.

**10am-11am: Developing the next generation of leaders to drive high performance:** Delivered by **Rachel House, coach and founder of Impetus** with 20-plus years of experience in hospitality – working with senior leaders and businesses such as Krispy Kreme, Popeyes, Loungers, Red Bull, Boparan and Mildreds – and Lucy Williams, who previously was head of learning and development at Loungers and prior to that JD Wetherspoon, this session will explore effective methods for identifying emerging talent, implementing tailored leadership development programmes, and creating a culture that nurtures innovation and continuous improvement.

**11.00am – 12.00pm: How to engage staff using the same approach as with customers: Airship Teams** is one of the latest additions to Airship, the hospitality CRM platform. Built for internal communication, Airship Teams aims to help operators engage their people using the same mechanics and approach to their customers to help reduce operational friction. Join this breakout session to learn about the tools available in Airship Teams, including live data updates, team rewards and gift cards, segmentation for role or location-specific communications, and automated birthday or work milestone messages. During the session, the team will also share how the insight on employee engagement and sentiment scores will help to improve team engagement and reduce churn.

**1.00pm – 2.00pm: Bridging Generations: Inclusive Talent Management for Peak Performance:** Entrepreneurial performance consultancy Purple Story will host this exclusive, power-packed session. “Bridging Generations: Inclusive Talent Management for Peak Performance” delves into the vital need for an inclusive approach to talent management. Discover how leveraging generational differences can revolutionise team communication strategies and enhance team performance. The Purple Story team will show just as customers are segmented in marketing for effective communication, similar principles can be applied to teams. This session will provide the insights and tools to bridge generational gaps, fostering a more cohesive and high-performing workforce, and the opportunity to transform the approach to talent management.

**2.00pm – 3.00pm: A collaborative future of hospitality learning: John Mason and Amanda Henderson** will be discussing how by collaborating with customers, operators can design and create new video training. Joined by **Graziano Cocco, head of people and training at Iberica; Tom Swanson, head of learning and development at Rosa’s; and Natalie Stanton, ex-local authority chartered environmental health officer and founder of The Safety Expert**, they will showcase their recent video series on “Life skills before Knife skills”, which was designed to help new staff make a better start. Everyone that attends will receive access to this training afterwards.

**3.00pm – 4.00pm: Attracting the best talent while increasing customer service levels and upsells: Dan Hawkie, chief commercial officer at TiPJAR**, talks to **Honest Burgers’ people director Nickie Bartsch, senior talent advisor David Kiss and head of learning and development Sophia Hosier** about how the business attracts the best talent and improves employee retention while increasing customer service levels and upsells.

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