
RECORD ATTENDANCE SET FOR DFK EMEA CONFERENCE

Human resources and how to employ and retain good members of staff will be the focus of this year's annual DFK EMEA conference, which already has a record number of delegates signed up to attend.

The 2019 conference is set to be held at the Marriot Hotel, in Prague, from February 21 to 23 and hosted by DFK member firm Peterka and Partners, which is headquartered in the city.

The event will welcome award-winning communication and training consultant Una McSorley, managing partner of communication consultancy Marcomm, who is set to give a presentation on 'how to work with Millennials'.

Delegates will then be able to attend workshops on marketing, management and technology, as well as a session on attracting and retaining high performing staff from external speaker Brian MacNeice, managing director of Kotinos Partners, a leading advisory firm that specialises in driving performance improvements in client organisations.

Women in business will also take the spotlight as a panel including DFK International deputy president Harriet Greenberg, Vice-President of the EMEA region Anne Brady and DFK Australia New Zealand chair Cheree Woolcock take to the stage to speak about succeeding in the workplace and work and family life integration.

It comes as HerStory Foundation, which was set up by Zareen Mahmud Hosein - a partner of member firm Snehasish Mahmud & Co – to champion diversity and gender equality in Bangladeshi schools, is selected as the DFK International Women in Leadership (I-WIL) Executive Committee's chosen charity for 2019.

The conference's annual award ceremony will also be held and will include the new 'EMEA Young Professional of the Year' category.

Anne Brady said: "Our annual conference should be an excellent event, and we are extremely pleased to see a record number of bookings already.

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“HR is extremely important in business, as no matter where you go in the world it can be difficult to not only employ good members of staff but also retain them, so this will be one of our key topics at the event.

“We’re very much looking forward to welcoming Una, who has previously presented at our young professionals conference, and Brian, and there will also be a number of other interesting workshops.

“It is very exciting to have a women’s panel on stage at the event for the very first time since the DFK I-WIL Executive Committee was created, which should also give an interesting insight into success and creating a work-family life balance.

“Delegates will be able to hear an update on DFK International and there will also be a programme of social events to enjoy.”

ENDS

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