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IFES



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THRIVE WITH TALENTS AND REBRANDING

**24TH IFES WORLD SUMMIT
EXPANDING HORIZONS**

SINGAPORE | 20 - 24 JUNE 2023



A New Talent Narrative:

NEXT GENERATION LEADERS

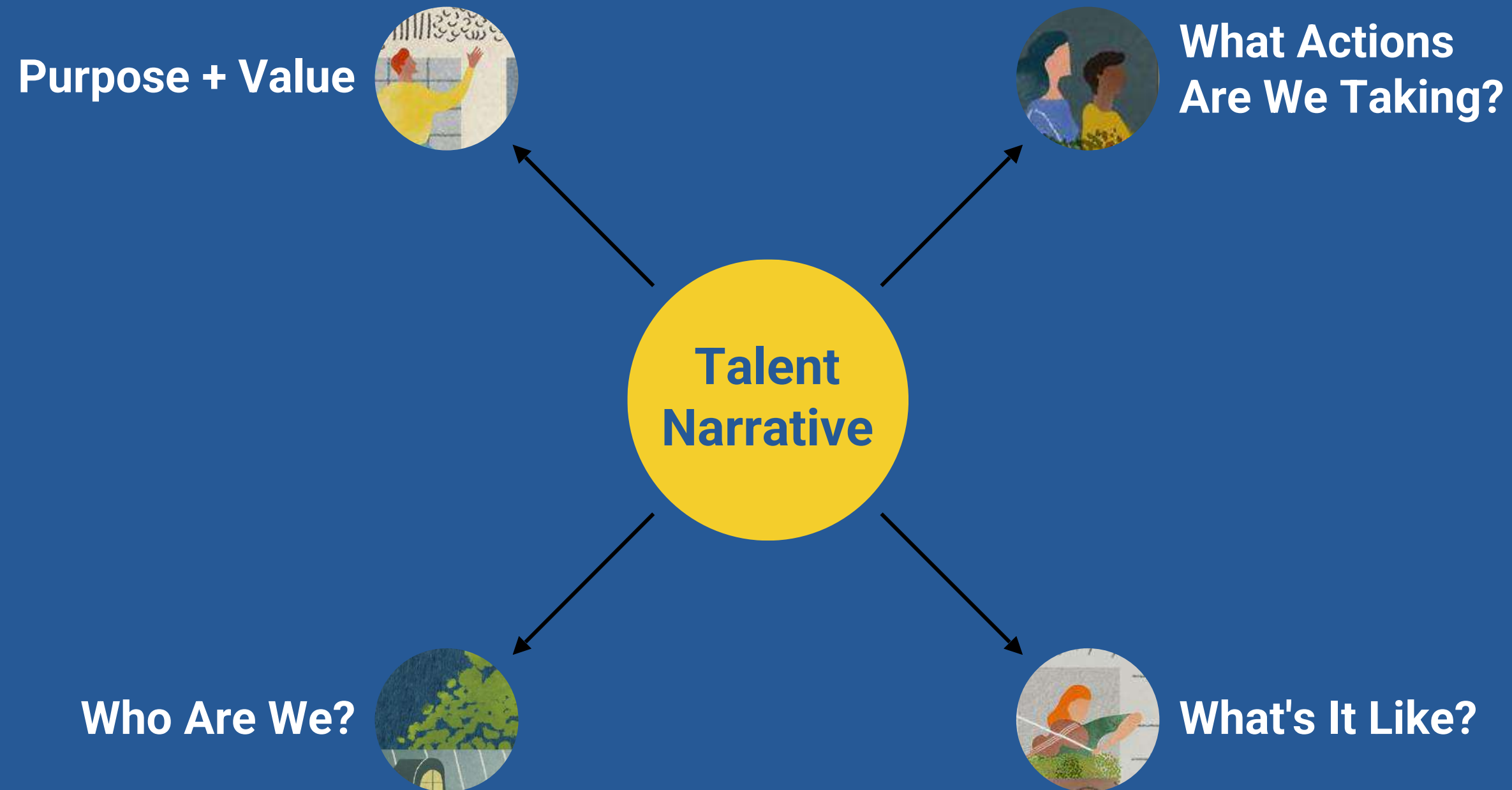


What We're Doing Here

- 1 | What Is Our Story?
- 2 | What are we doing/saying to retain and attract top talent?
- 3 | How are we communicating the boundless opportunities within our industry?
- 4 | How can changing our story drive more profits?



It all starts with your **TALENT NARRATIVE!**





WHAT IS OUR CURRENT DYNAMIC TALENT NARRATIVE?

WE DO NOT HAVE ONE

What do we need to do to attract and retain people like...



Ursula Undergrad

Just graduated
Idea of being stuck to a desk job is paralyzing
Wants non “cookie-cutter” career



Nancy Newcomer

New to the industry and excited
Doesn't know if events are for her
Wants flexibility and work life balance



Freddy Fewyears

Has been in the industry for over 5 years
Finds purpose in bringing people together
Colleagues and friends finding success in the great resignation



Larry Longtime

Been around a long time
Drive and understanding of their work makes them a leader
Loves what he does but, is having a hard time seeing what the next step is in his career

What does the data show?

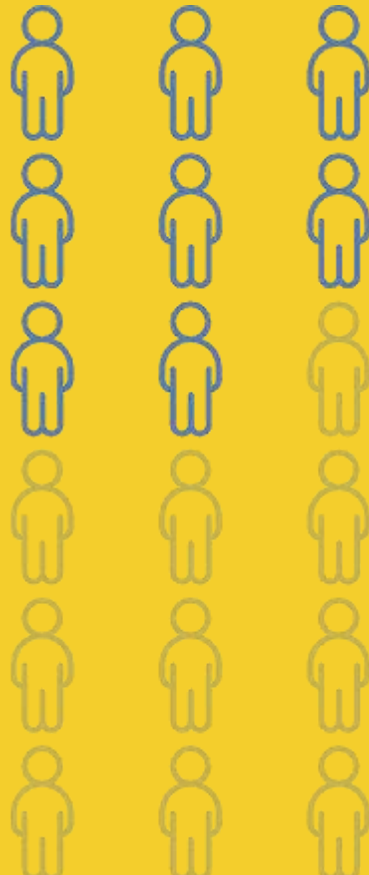


61%



61% of respondents can see themselves leaving the industry

39%



39% of respondents do not believe their total rewards package is adequate

50%



50% of respondents believe they DO NOT have a healthy work life balance

How Do We Harness Talents?

BUSINESS AND
CORPORATE



The 3C's



CULTURE

- DEI
- Wellness
- Leadership



CAREER DEVELOPMENT

- Leadership
- Education and Training



COMPENSATION

- Total Rewards Package

CULTURE



“Culture eats strategy for breakfast.”

- Peter Drucker

3 C's: CULTURE

DEI

Wellness

Leadership

Diversity, Equity & Inclusion (DEI)

Ensure your DEI plan is clear and comprehensive!





Everyone should feel they are welcomed and can contribute to their workplace. People perform better at their roles when they have a full sense of personal agency, purpose and belonging.



3 C's: CULTURE



DEI

Wellness

Leadership

Burnout Work Culture

Common signs:

- Decreased productivity and performance
- Increased cynicism
- Detachment from the company



Healthy Work Culture

- Belonging
- Contribution
- Flexibility
- Equity
- Growth Mindset





“Train people well enough so they can leave, *treat them well enough* so they don’t want to.”

- SIR RICHARD BRANSON, FOUNDER, VIRGIN BRANDS

3 C's: CULTURE

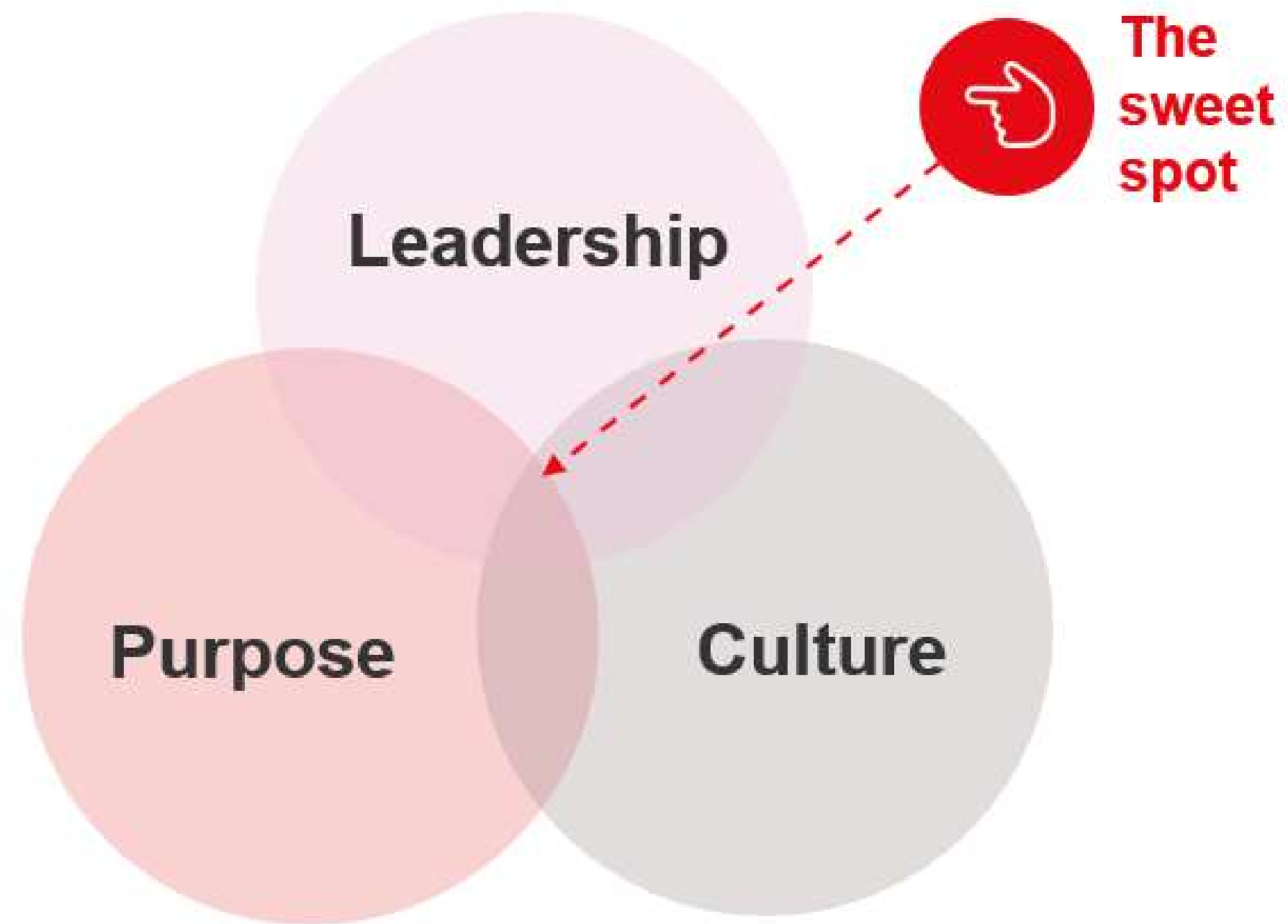


DEI

Wellness

Leadership

WHAT IS YOUR
WHY?





**Leaders,
you've got no
idea how
important you
are to us!**

**Leaders are
the main
drivers of
purpose in
every
organization.**





**Purpose and
culture must
be aligned**

3 C's: CAREER DEVELOPMENT



Leadership

Education and Training

**Skill and career
advancement are the
way to Gen Z's heart**



3 C's: CAREER DEVELOPMENT



Leadership

Education and Training



Insight from the survey....

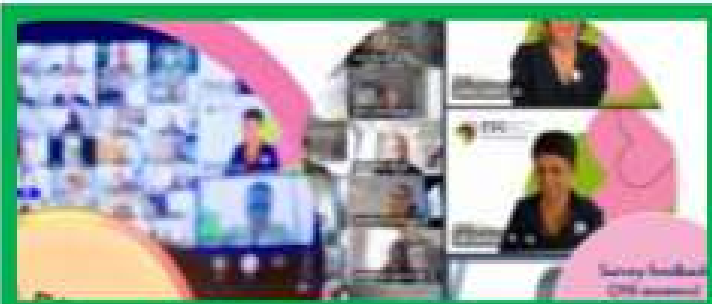
40%



Almost 40% of of the population believe they have no career development opportunities.

GEARING UP TALENTS FOR SUCCESS

10



ESG DIGITAL DAY



ELDP



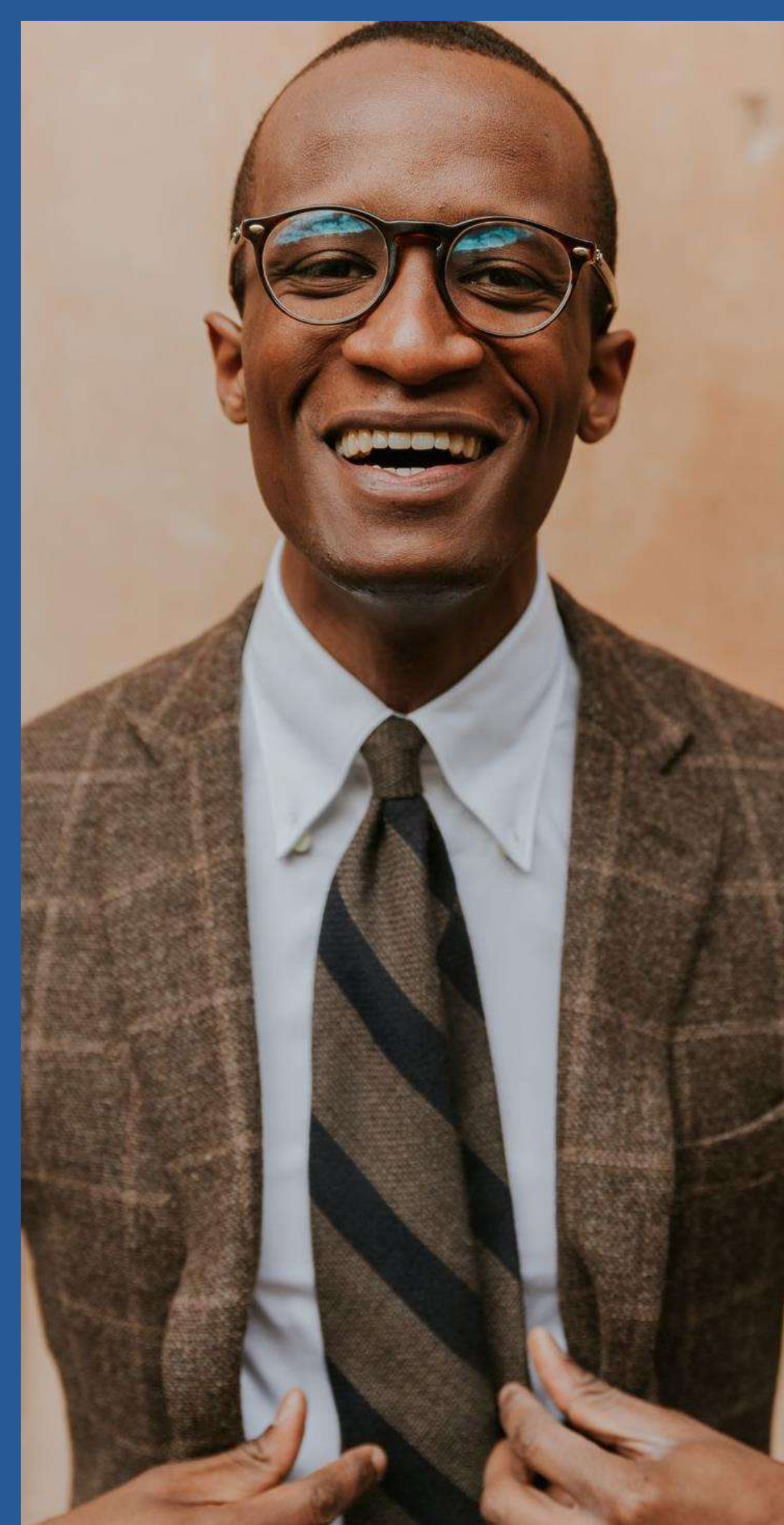
LEARNING DASHBOARDS

It has already been widely proven that employees will stay in organisations that **provide learning and development opportunities.**

At Easyfairs, **learning is part of our strategic growth** and [The Academy](#) has seen immense developments during and post-Covid times with the introduction of a wide variety of learning contents, methods and formats, together with **real-time learning analytics** and dashboards. Mixing live and on-demand programmes, internal and external subject matter experts, as well as lectures, workshops, polls, interactive modules or videos capsules... at Easyfairs, **"blended-learning"** goes far beyond a simple **combination of face-to-face and digital initiatives!**

Additionally, we have introduced a custom-made **Executive Leadership Development Programme**, as an unrivalled **development opportunity** for our top performers and future leaders, as well as **education sponsoring**, another lever to grow and retain **competencies** through accredited curriculums funded by the company.

“ WE GROW THE PEOPLE WHO GROW THE BUSINESS ”



**Let's talk
compensation.**

What does the data show?

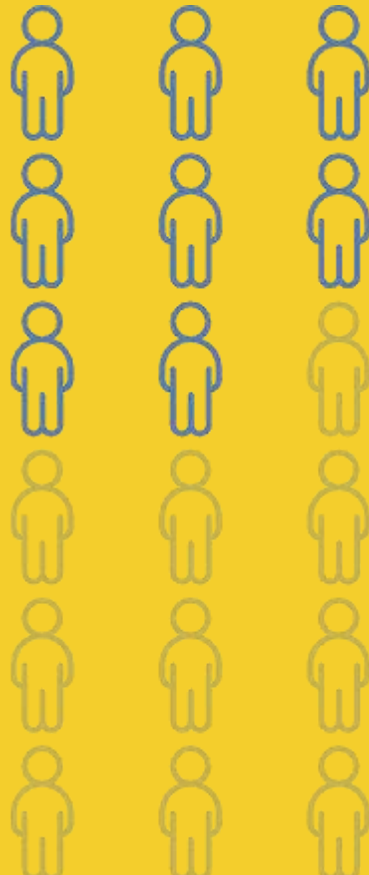


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Compensation is a Total Rewards Package

- ✓ Remote working flexibility
- ✓ Mental healthcare services
- ✓ Resources for new parents
- ✓ Employee recognition
- ✓ Career development opportunities

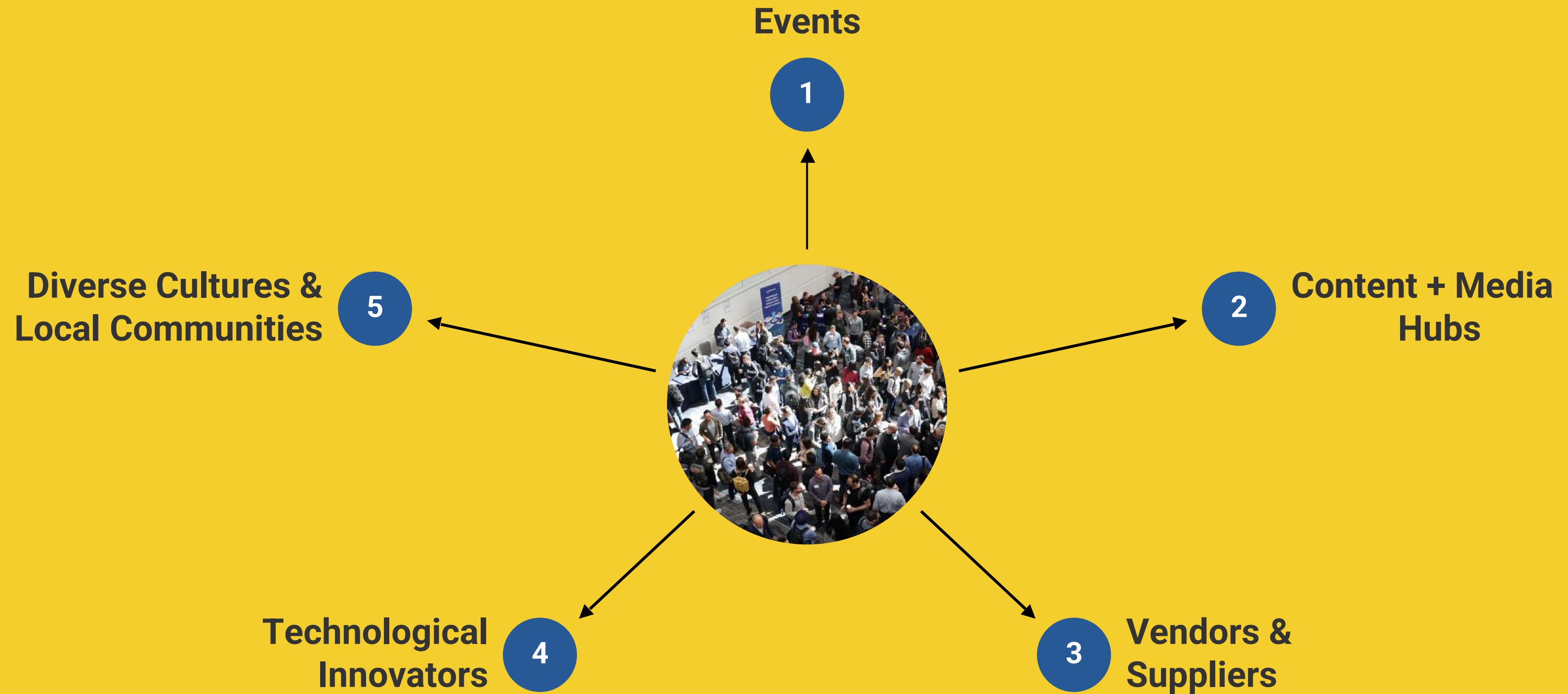


We use our money to fund our lives. It's important that we have salaries that allow us to do so comfortably.



The Bigger Picture

We add up to something greater than The Global Exhibition Industry





Community Building Industry

We are the community for community builders.

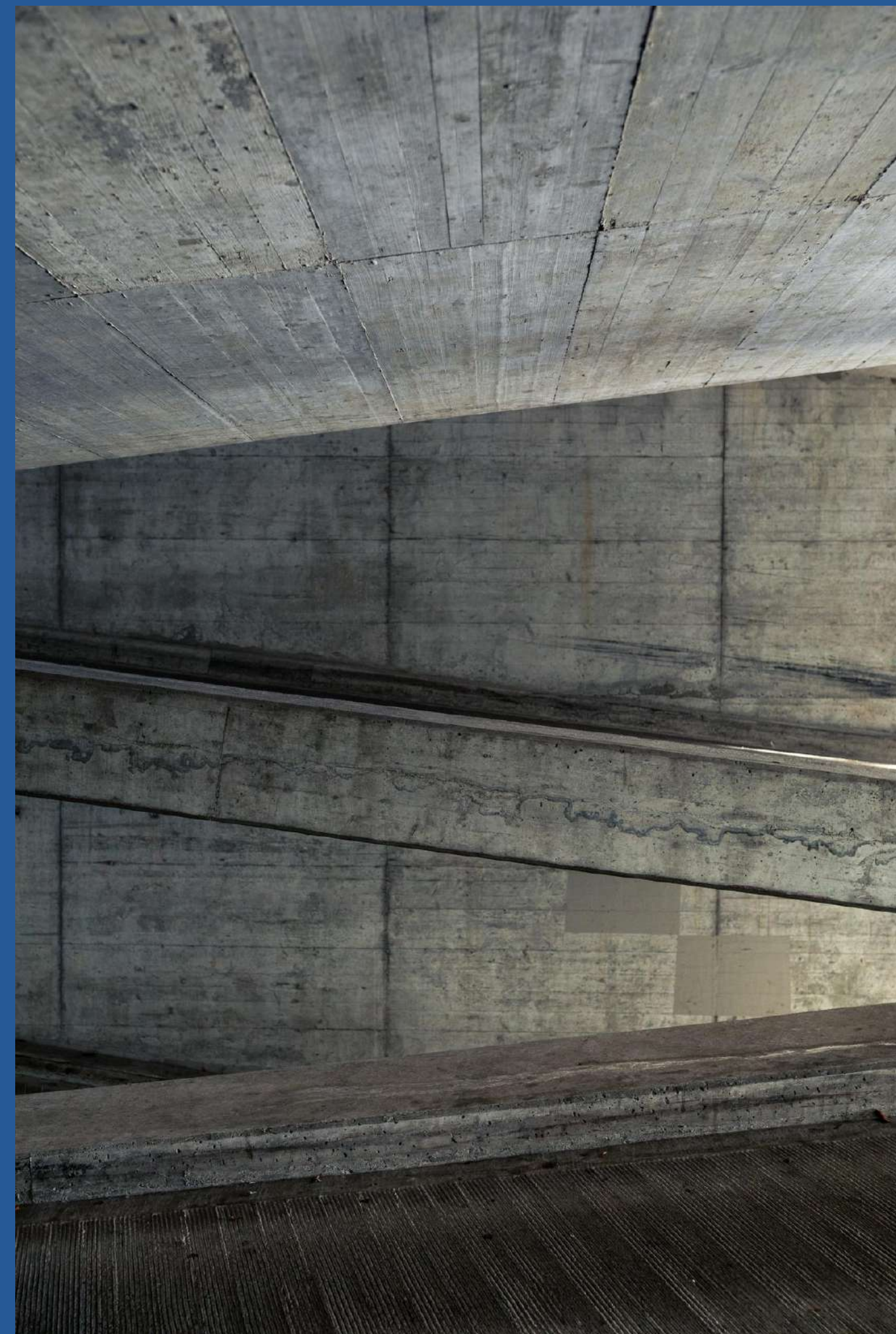
From venues across the world that welcome millions of visitors each year, to the event & content producers that drive engagement with curated audiences to technological innovators championing new frontiers; we all work in tandem to build, animate and nurture communities. Experts in interaction, spirited by diverse opinions, ideas, and backgrounds; we use events, media, data and technology to drive business, connection and growth across the globe.



Community Building Industry

We aim to be the best of every industry we intersect.

Built on a foundation of flexibility & purpose, our own community serves as the cross-functional home for creative problem solvers to follow their passion and serve as instruments of change. Traveling the world, on the front lines of fostering human engagement, we act as a hub for knowledge sharing, trend discovery, and industry advancement. Having the unique position of being the industry interwoven with all other industries, we aim to be the best of every industry we intersect.

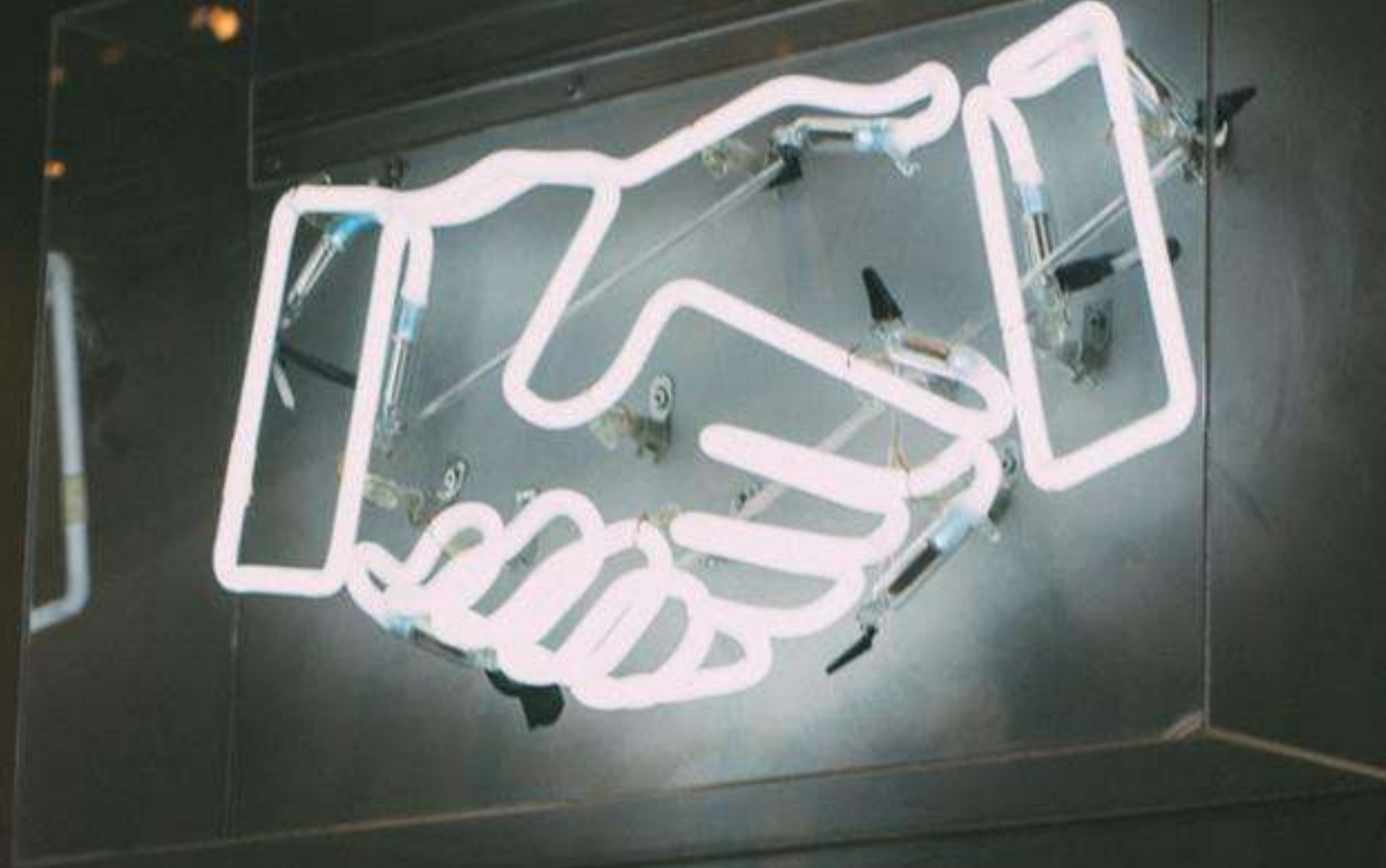


Community Building Industry

Sharing passion and drive

In a space where no two days are the same, you'll work on fun out of the box projects, develop & hone your skills, broaden your horizons, learn and grow into the professional you want to be. And, when the hard work is done, you will be one of the lucky few who are able to physically see the culmination of your hard work, alongside a group of people who share your same passion and drive.





Businesses Need Connection.
People Need Connection.
Join us in being the point
where everyone meets!

Previous Approach

Customer

I have an event coming up and am interested in your product or service.



Vendor/Show Organizer/Venue

Great! Here is my catalogue, let me know when you're ready to place an order.



New Conversation

Customer

I have an event coming up and am interested in your product or service.



Vendor/Show Organizer/Venue

Great! So, tell me a few things...

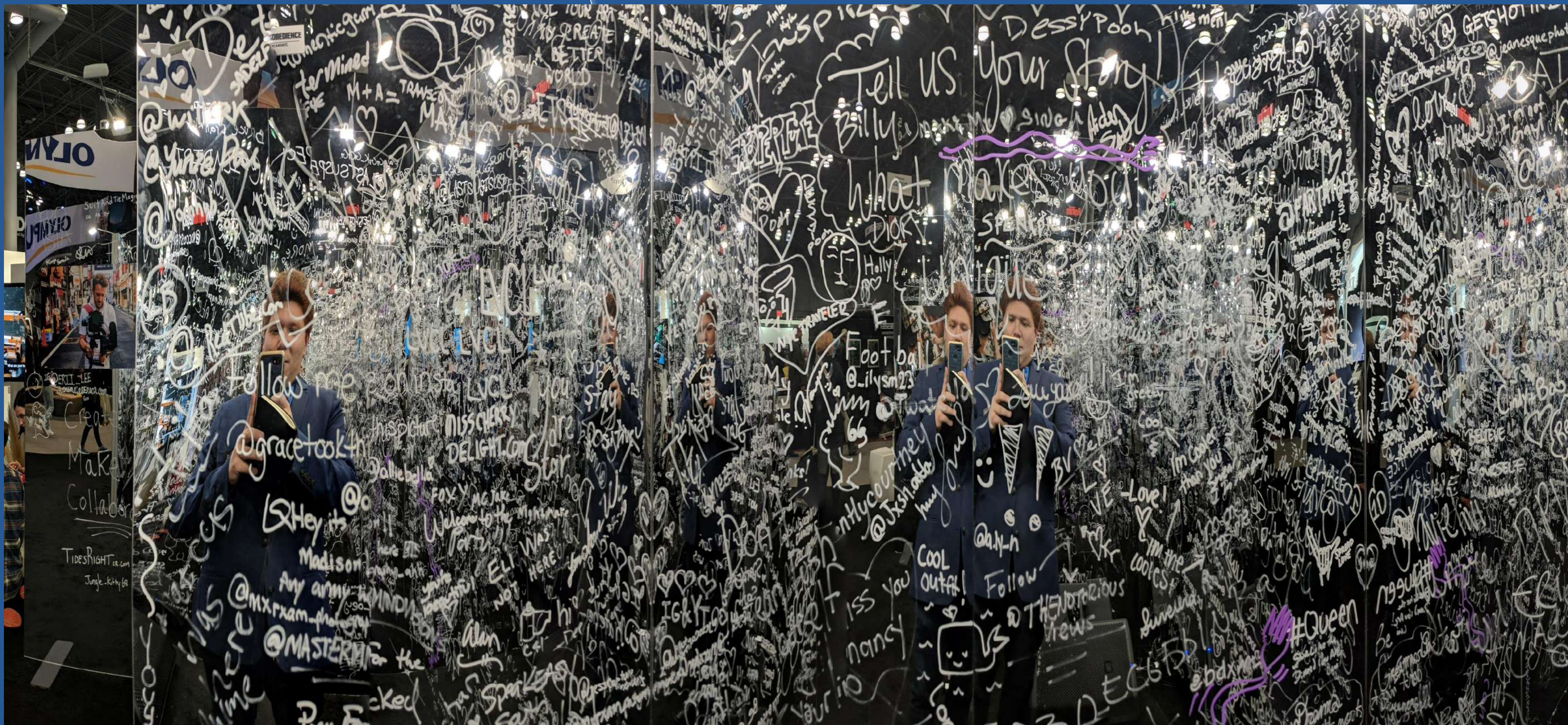
- How are you trying to engage your community?
- What are you trying to bring to life for your community?
- What story can I help you tell?
- How can I be a part of what you're doing?

Case Studies

Fujifilm & PHOTOPLUS



Fujifilm & PHOTOPLUS



Case Studies
Nikon + WPPI



Nikon + WPPI



