Make yourself ready to change the working environment. The four pillars of the International ddn Conference are:

I. Plan for the future (esp. sustainable HR planning)
II. Keep your employees healthy (esp. workplace health)
III. Develop diverse career models (esp. older workers)
IV. Manage risks (esp. knowledge transfer)

You will have the opportunity to discuss these issues with well-known experts like

Yves Barou, Chairman of AFPA, the leading French company for training adults

Prof. Carol Black, Advisor on Work and Health at the Department of Health (UK),

Hans Groth, Chairman of the Board World Demografic and Ageing Forum (WDA), Suisse

Erik Haendeler, Futurlogist

Michael W. Hodin, Executive Director, Global Coalition on Aging

Thomas Sattelberger, former Head of Human Resources of Deutsche Telekom AG and Chairman of HR Alliance (GER),

Sean Sullivan, President and CEO of IHPM (USA)

and many more.

During the conference you will have the opportunity

- to network with experts from all over the world
- to learn about best practices of leading international companies and HR professionals
- to discover new international developments and trends

"At the International ddn Conference you will meet practitioners, academics and politicians from all over the world and exchange ideas with them."

Christian Werner
Member of the board and Allianz Germany

INITIATIVE NEUE QUALITÄT DER ARBEIT
ddn Das Demographie Netzwerk

How to register:

Please sign up online at the ddn website:

www.demographic-network.com/registration

Conference fee: € 375 plus V.A.T.
Conference fee for ddn members: € 250 plus V.A.T.

For further information about the registration please visit www.demographic-network.com/registration or contact:
Mr. Michael Fiedler
E-Mail: registration@osterfiedler.de

Hotels are reserved in advance and listed on our information sheet.
For organisational questions please contact
Ms. Josephin Salewski from SRH Hochschule Berlin – The International Management University:

SRH Hochschule Berlin
Tel. +49 (0) 30 374 374 311
Fax +49 (0) 30 374 374 375
E-Mail: josephin.salewski@srh-hochschule-berlin.de

International ddn Conference & Future Lab

Human Economy – Sustainable Resource Management of an ageing workforce

Sign up now at **www.demographic-network.com**

20th and 21st February 2014 at SRH-Hochschule Berlin

The International Management University

Ernst-Reuter-Platz 10
10587 Berlin
Germany

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Im Rahmen der Initiative: INITIATIVE NEUE QUALITÄT DER ARBEIT

Co-operation partner:

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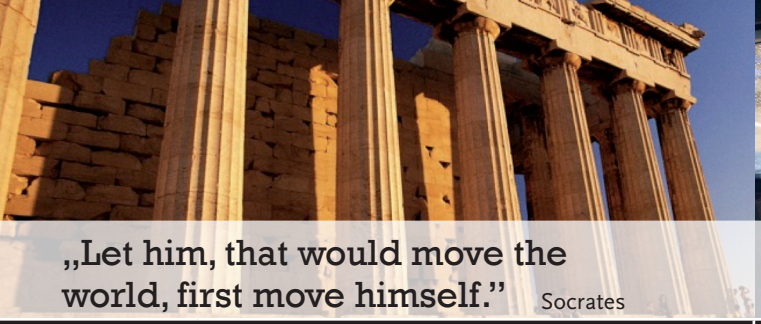

„Let him, that would move the world, first move himself.“ Socrates

Agenda of day 1

09:00 – 10:00	Welcome and Registration
10:00 – 10:15	**Opening** Rudolf Kast, Chairman of ddn
10:15 – 11:00	**Teaser I** **Plan for the future: Sustainable HR Roadmap**
11:00 – 11:30	**Teaser II** **Keep your employees healthy: Workplace Health Management – The global perspective**
11:30 – 12:00	Coffee Break
12:00– 12:30	**Teaser III:** **Develop diverse career models: Ageing and Diversity Management – On shared responsibility and employ-ability enhancing strategies throughout careers**
12:30 – 13:00	**Teaser IV: Manage risks – How solutions enable a progressive public policy to create a framework for healthy and active ageing**
13:00 – 14:00	Lunch Break
14:00 – 15:00	**6 Parallel Sessions**
15:15 – 16:15	**6 Parallel Sessions**
16:15 – 16:45	**Networking I „Go with the flow“** Individual Transfer to Hotel / Evening Event
18:00 – 21:00	**Evening Event: Think out of the box with culture**

Sign up now at
www.demographic-network.com

Agenda of day 2

09:00 – 10:00	Arrival
10:00 – 11:00	**Round Table: Politics meets Business** (Connect the topics of the first day) Prof. Dieter Kronzucker & Prof. Victoria Buesch, SRH Hochschule Berlin The International Management University
11:00 – 12:00	**The House of Workability: One answer to challenge an ageing workforce** Prof. Juhani Ilmarinen, Scientific Board ddn
12:00 – 14:00	**Networking II: Peripatetic lunch**
14:00 – 14:30	**Societal perspective on an ageing population** Harald Wilkoszewski, OECD Paris
14:30 – 15:00	**Voices of different generations**
15:00 – 15:30	**Closing remarks** Christian Werner & Prof. Victoria Büsch both Board of ddn

6 parallel sessions

Session I
Plan for the future: Sustainable HR Roadmap
Moderator: Christian Werner
Allianz Germany & Board of ddn

Session II
Keep your employees healthy: Workplace Health – The global perspective – Tasks for the future
Moderator: Dr. Michael Drupp
AOK & Head of the ddn working group 1 „Health“

Session III
Develop diverse career models: Ageing and Diversity
Moderator: Prof. Victoria Buesch
SRH Hochschule Berlin – The International Management University & Board of ddn

Session IV
Manage risks: Framework for healthy and active ageing
Moderator: Patricia Munro & Jeff Beeson,
Worldcafé Europe e.V.

Session V
Fostering learning competence as prevention strategy
Moderator: Dr. Goetz Richter, Federal Institute for Occupational Safety and Health (BAuA) & Board of ddn

Session VI
The demographic dimension in the employer-branding concept
Moderator: Marco Reich Audi AG & Board of ddn