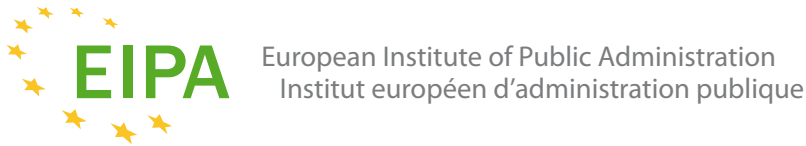


# Lifecycle-Orientation in Human Resource Management: Fantasy or a Policy to Shape the Future in Times of Rapid Changes, Budget Cuts and Staff Perceptions?

Maastricht (NL), 28-29 March 2011



## Introduction

### Target Group

The seminar is designed for practitioners in HR Management with a focus on HR strategy, policies, development, equality, diversity and inclusion, as well as researchers, HR officers and heads of departments of regional, national and international organisations.

### Description

The demographic change, an extension of time spent at work and a general change in values towards work-life balance are current challenges for a future-oriented HR management within the public administration. A modern family-friendly HR policy and both Diversity Management and age-based HR management are supposed to be essential elements for coping with these challenges. A lifecycle-oriented HR policy takes these elements into consideration and aims at securing employability for all groups of employees. In a lifecycle-oriented HRM policy, employees are considered during their entire working life in different life phases and thus with different needs and expectations. Against this background, the participants

of the seminar will be provided with the required theoretical and scientific fundamentals. The focus will be on practical advice and learning from award winning best practice within public administration and the private sector. Through different case studies, the participants will be motivated to develop a system that might be transferred to the participants' practical working life situations.

### Method

The two-day seminar is based on a mixture of presentations, lectures, interactive working groups and case studies.

### Objectives

The objectives of the seminar are:

- to present practical approaches to and empirical evidence of lifecycle-oriented HR Management;
- to discuss the topic also in the context of equality, gender pay gap, productivity and public value and the strategic role of HR Management in promoting change;
- To learn by exchange of experiences from other participants.

# Programme

## MONDAY 28 MARCH 2011

- 09.00 **Welcome and mutual introduction to the seminar and participants' expectations**  
*Dr Beatrix Behrens, Federal Employment Agency, Nuremberg (DE)*
- 09.15 **Understanding work orientations and life situations as drivers for diversity in lifecycle management**  
*Dr Goetz Richter, Federal Institute of Occupational Safety and Health (BAuA), Berlin (DE)*
- 10.30 Coffee break
- 11.00 **Workshop I**
- 12.30 Lunch
- 14.00 **Age diversity and intergenerational relations in the workplace**  
*Dr Patricia Vendramin, FTU Fondation Travail-Université, Brussels (BE)*
- 15.30 Coffee break
- 16.00 **Workshop II**
- 17.30 **End of the first day**
- 19.30 Dinner at a restaurant in town

## TUESDAY 29 MARCH 2011

- 09.00 **Case study: Answers of retail business to demographic challenges in Switzerland – based on the heritage of the founder Gottlieb Duttweiler**  
*Dr Jessica Schnelle, Migros, Zurich (CH)*
- 10.30 Coffee break
- 11.00 **Workshop III**
- 12.30 Lunch
- 13.30 **Case study: Demographic sensitive HR Management at the Federal Employment Agency in Germany – enhancing employability through life phase-oriented policies**  
*Dr Beatrix Behrens*
- 15.00 Coffee break
- 15.30 **Final discussion round and end of seminar**

# General Information

## Programme

The programme will commence on Monday 28 March at 09.00 hrs and finish on Tuesday 29 March 2011 at approx. 16.00 hrs.

## Seminar venue

The seminar will take place in the Blue Conference Room (0.18) at the European Institute of Public Administration, O.L. Vrouweplein 22, NL-6211 HE Maastricht, tel.: +31 (0)43 32 96 222, fax: +31 (0)43 32 96 296.

## Working language

The seminar will be conducted in English.

## Fee

The participation fee is € 825 and includes documentation, 2 lunches, 1 dinner and refreshments. Accommodation and travel costs are at the expense of the participants or their administration. EIPA offers its members a reduction of 10% of the registration fee. This reduction is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, EE, FI, FR, DE, GR, HU, IE, IT, LT, LU, MT, NL, PL, PT, ES, SE, UK).

Officials of EU Institutions, bodies and Agencies which have signed a framework contract under LOT 8 are entitled to a 20% discount. This applies to officials coming from the following EU Institutions: European Commission, European Parliament, Committee of the Regions, Council of the European Union, European Economic and Social Committee; and European Agencies: Translation Centre (CDT), European Centre for the Development of Vocational Training (Cedefop), Education, Audiovisual and Culture Executive Agency (EACEA), European Agency for Reconstruction (EAR), European Environment Agency (EEA), European Food Safety Agency (EFSA), European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), European Medicines Agency (EMA), European Railway Agency (ERA), European Training Foundation (ETF), European Union Agency for Fundamental Rights (FRA), Executive Agency for Competitiveness and Innovation (EACI), European Agency for Safety and Health at Work (OSHA). Other EU agencies not listed above may benefit from this discount through DG ADMIN, European Commission.

If you are eligible for a discount, please tick the box in the registration form. Please note that reductions cannot be accumulated. For more information, please visit EIPA's website: [www.eipa.eu](http://www.eipa.eu) (FAQ-special discounts).

## Hotel reservations

The European Institute of Public Administration will be pleased to make reservations for you at a hotel in Maastricht. We have made a block booking at Townhouse Hotel ([www.townhousehotels.nl](http://www.townhousehotels.nl)), at a rate of € 79 p.p.p.n. (incl. breakfast, excl. city tax). Should you wish to make use of this possibility, please indicate your dates of arrival and departure on the registration form. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the closing date, hotel reservations cannot be guaranteed.

## Meals

The lunches will be served at the Institute's restaurant and dinner in the evening will be at a restaurant in town. Should you require a special menu (e.g. vegetarian, diabetic), please inform the Programme Organiser so that this can be arranged.

## Registration

Kindly complete the registration form and return it before 10 March 2011 to Ms Eveline Hermens, Programme Organiser, European Institute of Public Administration, P.O. Box 1229, NL-6201 BE Maastricht, tel.: +31 (0)43 32 96 259, fax: +31 (0)43 32 96 296, e-mail: [e.hermens@eipa.eu](mailto:e.hermens@eipa.eu). You can also submit the online registration form which can be found on EIPA's website: <http://seminars.eipa.eu>.

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box in the registration form.

## Confirmation

Confirmation of registration will be forwarded to participants on receipt of the completed registration form.

## Payment

Prior payment is a condition for participation. Please indicate the method of payment on the registration form. In any case, the participant or his/her administration will receive an invoice for the payment of the registration fee. For cancellations received after the date indicated on the registration form we will have to charge an administration fee of € 150 unless a replacement participant is found.

## Cancellation policy

EIPA reserves the right to cancel the seminar up to 2 weeks before the starting date. EIPA accepts no responsibility for any costs incurred (travel, hotel, etc.). For EIPA's cancellation policy, please visit our website [www.eipa.eu](http://www.eipa.eu) (legal notice)



# Registration Form

## Lifecycle-Orientation in Human Resource Management Maastricht (NL), 28-29 March 2011

Surname: ..... Title: ..... M/F  
First name: .....  
Current position: .....  
Organisation: .....  
Department: .....  
Work address: .....  
Postal code & town: ..... Country: .....  
Tel. no: ..... Fax no: .....  
E-mail address: .....

### Payment – 1121801

The participation fee includes participation in the seminar, documentation, 2 lunches, 1 dinner and beverages

€ 825

Discount of 10% (Please check first the conditions at [www.eipa.eu](http://www.eipa.eu) (FAQ – special discounts))

### Method of payment

Bank transfer

The participants or their administration will receive an invoice for the payment of the registration fee.

Invoice address (if different from the abovementioned address):  
.....  
E-mail: .....

### Credit card

American Express Card  Eurocard/Mastercard  Visa Card

Card no.: ..... Expiry date: ..... / .....

Name Card holder: ..... (in case this differs from above)

Address Card holder: ..... (in case this differs from above)

Postal code: ..... Country: ..... (in case this differs from above)

Card Validation Code: ..... (the last three digits on the BACK of your card)

(Exempt from VAT by virtue of Article 11, para. 1 (o), subpara. 2 of the Dutch Law on VAT of 1968)

### Hotel reservation

Please reserve hotel accommodation for me at Townhouse Hotel

Date of arrival: ..... Date of departure: ..... No. of nights: .....

No hotel reservation required

### Meals

Lunch day 1:  will attend  will not attend

Dinner day 1:  will attend  will not attend

Lunch day 2:  will attend  will not attend

Vegetarian:  yes  no  Fish allowed:  yes  no Other dietary requirements: .....

As the number of places is limited, please return the completed registration form before 10 March 2011 to:  
Ms Eveline Hermens, European Institute of Public Administration, P.O. Box 1229, NL-6201 BE Maastricht,  
tel.: +31(0)43 32 96 259, fax: +31(0)43 32 96 296, e-mail: [e.hermens@eipa.eu](mailto:e.hermens@eipa.eu)



Your name and address will be part of EIPA's database for our mailing purpose only.  
Please tick  if you do not want to be included in our mailing database.