



crf

CORPORATE RESEARCH FORUM

2025

PROGRAMME

GULF REGION



2025 Programme **GULF REGION**



Already a CRF member?

...and have a question on how to further optimise the value of your membership, please email memberrequests@crforum.co.uk

Not yet a CRF member?

...and interested in your organisation joining our growing global network, please email rosanna@crforum.co.uk

We are pleased to present CRF's 2025 programme of research and events for the Gulf Region.

With organisations facing a rapidly changing external environment, our programme has three key forward-looking themes:

- 1 > Strategies for preparing you, your function and the organisation as a whole for future success
- 2 >> Enabling change and accelerating growth
- 3 >>> Driving organisational productivity through emerging HR technology

Alongside our programme of regionally focused research and in-person events, CRF continues to evolve how we deliver value to members, through:

- A regularly updated multi-media library of **ONLINE CONTENT**
- **WEBINARS** on all topics covered in the core programme
- A diverse **MEMBER NETWORK**, keen to share good practice and fresh ideas
- Four **DIGITAL COMMUNITIES**, with online events enabling peer exchange
- Discounted access to **CRF LEARNING** and our **LEARNING NEEDS TOOL**
- Support from our **MEMBER ADVISORY SERVICE**, using the insights of our network

We look forward to supporting you and your colleagues over the coming year.

Richard Hargreaves, Managing Director & **John Whelan**, Director

View
**CRF 2025
Programme
Gulf Region**

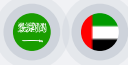


FEB 25 **FEB 28**

Harnessing HR Technology to Drive Organisational Productivity

Riyadh, Saudi Arabia | Abu Dhabi, UAE

Andreas Binmyr, EY; Kristofer Swanson, DAMAC Group; John Whelan, CRF



Technology advances have the potential to improve organisational productivity, though this is much harder to achieve than we might expect. Our research will explore the HR technology landscape in the Gulf region and consider how we might harness the available technology to solve the productivity puzzle. We will share insights on setting a technology roadmap that delivers your objectives around productivity gains and consider how to maximise value from technology.



begins **FEB 26** ends **NOV 27**

By Invitation Only: International CHRO Leadership Programme

Including: IMD's Orchestrating Winning Performance

120,000 AED CRF members
145,000 AED Non-members



In today's rapidly changing world, the role of the CHRO is crucial in enabling the sustained growth of organisations, especially as they expand beyond their domestic market. This programme is uniquely designed to build the skills of current and aspiring CHROs in the Gulf to effectively navigate technological disruption, drive organisational performance and develop an effective people plan to ensure the organisation thrives now and into the future.



GROWTH

**MAY
22-23**

GULF CONFERENCE: HR Leaders' Forum: Driving Change, Accelerating Growth

Abu Dhabi, UAE

Richard Hargreaves, John Whelan, CRF

Explore how organisational resilience and growth interconnect in the Gulf region. In an era of rapid change and global opportunity, this event will provide a forum for HR leaders to explore strategies to adapt, evolve and thrive amidst complexity. From harnessing ambition to delivering regional and global growth, attendees will gain insights into building organisational capability, developing future talent, leading changing and fostering agility in a competitive market.



**NOV
25 28**

Empowering Future Leaders: Cultivating Talent in the Gulf

Riyadh, Saudi Arabia | Dubai, UAE

John Whelan, CRF

This event will explore how businesses can unleash the potential of future leaders at all levels of the organisation. With a focus on developing middle managers into future leaders, topics discussed will include honing the essential leadership skills of the future, creating ambitious career pathways and identifying methods for assessing potential. Attendees will gain insight in how to ensure future leaders are motivated, developed and supported to deliver future growth.



**NOV
26-27**

HR Business Partnering Accelerator

Abu Dhabi, UAE

25,000 AED CRF members

30,000 AED Non-members

Across the GCC, HR needs to support and enable the development of national talent in order to support the national economic and social development goals. This unique programme supports the development of emerging HR professionals by offering the skills and career boost needed to fast-track into senior HR roles. Based on CRF's extensive research in HR and people management, the two-day, in-person programme will build key skills by conducting individual learning needs analysis, providing experiential, practitioner-based learning and delivering practical outcomes for the organisation.



PLUS: CRF Digital Communities

Join one or more of our Digital Communities to engage with our network of practitioners, academics and experts on selected research and discussion sessions, complemented by the ability to share and learn with your peers on a range of member-led topics throughout the year.



Each community meets regularly (in the months below) to address topical issues and stays connected via a WhatsApp group, regular updates and networking opportunities.

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|---|-----|-----|-----|-----|
| HR DIRECTORS (By Invitation) | APR | JUL | OCT | DEC |
| TALENT, LEADERSHIP AND LEARNING | MAR | JUN | SEP | NOV |
| HR BUSINESS PARTNERING | FEB | MAY | OCT | DEC |
| DIVERSITY, INCLUSIVITY AND WELLBEING | JAN | MAY | SEP | NOV |

CRF Learning **On Demand** is a library of online courses designed for HR professionals to learn at their own pace, in their own space.



Learn more about the **On Demand** curriculum



LAUNCHING 2025

NEW

ON DEMAND SUITE

EFFECTIVE BUSINESS PARTNERING >>>



1. Strategic HR Partnership

> New Short Course

2. Change Management Mastery

> New Short Course

3. Data-Driven Decision-Making

> New Short Course

4. Agile HR Practices

> New Short Course

5. Commercial Acumen in HR

> New Short Course

6. AI and Emerging Technologies

> New Short Course

AVAILABLE NOW

ON DEMAND COURSES

| | | | | |
|---------------------------|--|--------------------------------------|---|-----------------------------------|
| TECHNICAL HR | Workforce Analytics and Storytelling | Project Management | Evidence-Based HR | Developing Commercial Acumen |
| | Artificial Intelligence: Implications and Applications | Organisation Design for Agility | A Strategic Approach to Reward | |
| CHANGE AND TRANSFORMATION | Building a High-Performance Culture | Innovation and Creativity | Organisation Analysis and Diagnosis | Consulting Skills Part 1 |
| | Developing the OD Practitioner | Change Management: The Essentials | Advanced Practices in Change Management | Consulting Skills Part 2 |
| TALENT | Impactful Employee Experience | Succession Management | Building Effective Teams | Reskilling for Sustainable Growth |
| | Integrated Talent Management: The Essentials | Coaching: Maximising Business Impact | Strategic Workforce Planning | |

BESPOKE SOLUTIONS | LOOKING FOR SOMETHING MORE PERSONALISED?

CRF Learning's **Bespoke** offering provides custom solutions tailored to the specific requirements and context of your organisation.

We work across all sector organisations and in both face-to-face and online environments, delivering impactful programmes with immediate outputs through flexible and cost-effective approaches.

Contact: rosanna@crforum.co.uk

RECENTLY DELIVERED BESPOKE PROGRAMMES

- >> In-person programme developing a **consulting mindset** for HRBPs and COE for a leading UAE-based Financial Services firm.
- >> Multi-year global online programme **building capability** across 200+ HRBPs for a FTSE 100 energy business.
- >> Facilitation of a two-day **people strategy planning** workshop for the HR leadership team of an international financial services organisation.