



## INFORMATION

### **Rhema Group MD addresses high profile Dubai HR Conference and Expo**

The Dubai annual HR Conference and Expo is a highly prestigious event, drawing its invited keynote speakers from the ranks of experts from all over the world, and attracting attendance by HR professionals from the entire Middle East.

As a keynote speaker at the 2008 conference on May 18-19 Rhema Group Managing Director Jeremy Francis addressed *Achieving Excellence through Advanced Training and Development*, for an audience representing the HR element of competitive drive for business excellence in some of the world's most rapidly-developing and globally-minded nations. Organisers and delegates amply demonstrated the validity of the event's objective to "unlock the greatness inside your organization and achieve your highest goals by maximising the human potential within".

The core messages Jeremy Francis delivered included the need for organisations to make sure that they involved managers at all levels in training and development; the need to provide a wide variety of learning and development resources to be truly learner-centric; the need to encourage learning with a learning culture and supporting infrastructure and IT systems; and the need to ensure that all training and development was aligned to corporate vision, objectives and strategy.

Conference organiser Ayesha Binsuwira from Etisalat Academy commented: "This is a topic of great interest to both large and small organisations as they seek to release the discretionary effort of their employees to achieve excellence. Jeremy's presentation was invaluable in identifying the key issues which need to be addressed and in providing practical solutions which organisations can adopt no matter their shape or size. Once again this two day conference was an enormous success and we look forward to welcoming Jeremy back to Dubai again".

Jeremy Francis comments: "Dubai is not only growing physically at an extremely rapid rate, it is also increasing its understanding of best practices in all disciplines. There was a real hunger from delegates at the conference to know as much as possible to become best in class, excellent organisations. It was a real privilege and pleasure to address such a committed gathering of over 300 people".

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**For further information contact Terri Anderson**

**T:** + 44 1494 565864

**M:** + 44 7802 872346

**E:** [hq@rhemagroup.com](mailto:hq@rhemagroup.com)

Notes to Editors

**The Rhema Group** [www.rhemagroup.com](http://www.rhemagroup.com) is a highly respected and well-established UK human resource development company which also operates globally. Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired*

*word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.

Focusing on Talent Development, Management Development, Performance Management, Customer Service and Selling Skills, Rhema provides on a 24/7 basis customised and blended solutions involving business consultancy, assessment/psychometrics, training, coaching, software and E-learning (via internet and client intranets).

Rhema Group includes a roster of talented and experienced UK consultants, and through 25 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia, Rhema delivers proprietary products and services globally in a variety of languages – in particular to multinationals looking for high quality, customised and consistent international roll-out of centrally mandated people development programmes and assessments. Clients include Microsoft, Société Générale, Reed Business Information, BOC Group, International Financial Data Systems, Institution of Civil Engineers and leading Dutch vendor lease organisation De Lage Landen.