

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 Demographic and Ageing Forum (WDA), Suisse

**Erik Haendeler**, Futurologist

**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



### How to register:

Please sign up online at the ddn website:

[www.demographic-network.com/registration](http://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](http://www.demographic-network.com/registration) or contact:

Mr. Michael Fiedler

E-Mail: [registration@osterfiedler.de](mailto:registration@osterfiedler.de)

Hotels are reserved in advance and listed on our information sheet.

For [organisational questions](#) please contact

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International ddn Conference & Future Lab

**Human Economy –  
Sustainable Resource Management  
of an ageing workforce**

Sign up now at  
[www.demographic-network.com](http://www.demographic-network.com)

**20th and 21st February 2014  
at SRH-Hochschule Berlin –  
The International Management University**

Ernst-Reuter-Platz 10  
10587 Berlin  
Germany

Sponsored by:



Im Rahmen der Initiative:

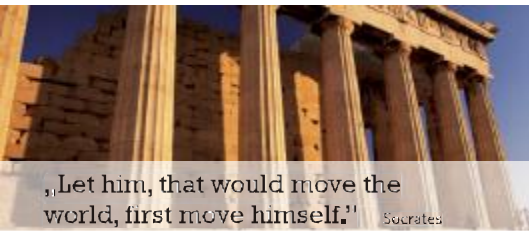


Co-operation partner:



In support of:





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



Agenda of day 1		Agenda of day 2		6 parallel sessions
09:00 – 10:00	Welcome and Registration	09:00 – 10:00	Arrival	<p><b>Session I</b>  <b>Plan for the future: Sustainable HR Roadmap</b>                      Moderator: Christian Werner                      Allianz Germany &amp; Board of ddn</p> <p><b>Session II</b>  <b>Keep your employees healthy: Workplace Health – The global perspective – Tasks for the future</b>                      Moderator: Dr. Michael Drupp                      AOK &amp; Head of the ddn working group 1 „Health“</p> <p><b>Session III</b>  <b>Develop diverse career models: Ageing and Diversity</b>                      Moderator: Prof. Victoria Buesch                      SRH Hochschule Berlin – The International Management University &amp; Board of ddn</p> <p><b>Session IV</b>  <b>Manage risks: Framework for healthy and active ageing</b>                      Moderator: Patricia Munro &amp; Jeff Beeson,                      Worldcafé Europe e.V.</p> <p><b>Session V</b>  <b>Fostering learning competence as prevention strategy</b>                      Moderator: Dr. Goetz Richter, Federal Institute for Occupational Safety and Health (BAuA) &amp; Board of ddn</p> <p><b>Session VI</b>  <b>The demographic dimension in the employer-branding concept</b>                      Moderator: Marco Reich Audi AG &amp; Board of ddn</p>
10:00 – 10:15	<b>Opening</b> Rudolf Kast, Chairman of ddn	10:00 – 11:00	<b>Round Table: Politics meets Business</b> (Connect the topics of the first day) Prof. Dieter Kronzucker & Prof. Victoria Buesch, SRH Hochschule Berlin The International Management University	
10:15 – 11:00	<b>Teaser I</b> <b>Plan for the future: Sustainable HR Roadmap</b>	11:00 – 12:00	<b>The House of Workability: One answer to challenge an ageing workforce</b> Prof. Juhani Ilmarinen, Scientific Board ddn	
11:00 – 11:30	<b>Teaser II</b> <b>Keep your employees healthy: Workplace Health Management – The global perspective</b>	12:00 – 14:00	<b>Networking II: Peripatetic lunch</b>	
11:30 – 12:00	Coffee Break	14:00 – 14:30	<b>Societal perspective on an ageing population</b> Harald Wilkoszewski, OECD Paris	
12:00 – 12:30	<b>Teaser III:</b> <b>Develop diverse career models: Ageing and Diversity Management – On shared responsibility and employability enhancing strategies throughout careers</b>	14:30 – 15:00	Voices of different generations	
12:30 – 13:00	<b>Teaser IV: Manage risks – How solutions enable a progressive public policy to create a framework for healthy and active ageing</b>	15:00 – 15:30	<b>Closing remarks</b> Christian Werner & Prof. Victoria Büsch both Board of ddn	
13:00 – 14:00	Lunch Break			
14:00 – 15:00	<b>6 Parallel Sessions</b>			
15:15 – 16:15	<b>6 Parallel Sessions</b>			
16:15 – 16:45	<b>Networking I „Go with the flow“</b> Individual Transfer to Hotel / Evening Event			
18:00 – 21:00	<b>Evening Event: Think out of the box with culture</b>			

Sign up now at [www.demographic-network.com](http://www.demographic-network.com)