

#HR Week Barcelona

#HR
Week
Europe

**Fastest Growing
HR & AI Conference
in Europe**

**November 10
2026**

FIRA GRAN VIA, BARCELONA

**Conference
Agenda**



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Welcome and thank you for being here at this particular moment.

We gather at a time of genuine transition. Not the slow, incremental kind, but the kind that rewrites the rules before we've finished reading them. Industries are reshaping, institutions are questioning their own foundations, and the assumptions we once built our strategies on are quietly, sometimes loudly, expiring.

Transitions, of course, are full of paradox. We need stability to manage change, yet it is change that forces us to let go of the stability we cling to. We are asked to lead with confidence while navigating uncertainty. We must move quickly and think slowly at the same time. The old maps still feel familiar, even when we know the territory has shifted.

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So how do we find clarity in the middle of all this?

Perhaps not by seeking certainty, but by getting better at doubt. By learning to question our assumptions not once, but continuously. By treating clarity not as a destination we arrive at, but as something we keep earning through honest, rigorous challenge.

That is what this gathering is about. Not answers delivered from a stage, but questions worth sitting with - together, in good company. We hope conversations you will have at HR Week Barcelona disturb you just enough to move you forward.

Welcome. Let's begin.



PART I

09:00

HUMAN X AI TEAMING: WHEN AI JOINS THE TEAM, WHO LEAVES? If AI can think, coordinate, and execute alongside humans, do we simply add it to today's teams—or must we reinvent how organizations divide work, distribute authority, and define what a team is?

IS YOUR ORGANIZATION ALREADY DEAD, BUT STILL DOING THE PAPERWORK? What if stalled productivity, collapsing trust, and hidden AI use are not failures to fix, but signs that people have already crossed into a new world while leaders remain behind, managing the ruins?

FAR TOO MANY PROJECTS AND FAR TOO FEW THAT REALLY MATTER! Organization's success comes not from starting more, but from stopping what no longer creates value. Well, easy said; how it's done? | **ANTONIO NIETO-RODRIGUEZ**

10:30 COFFEE BREAK

PART II

11:00

ROOM I	ROOM II	ROOM III
WHAT DOES THE FUTURE OF THE JOB MARKET REALLY LOOK LIKE? In this thought-provoking presentation, we will dive into the dynamic shifts and emerging trends shaping the global labor market. Learn how to overcome challenges, seize the opportunities of an ever-evolving workplace and, most importantly, avoid missing the chance to shape your own future!	THE COGNITIVE COST OF AI: PROTECTING HUMAN HEALTH IN TECH-ENABLED WORK. What happens when tools designed to make work easier begin to overload our minds? How AI is reshaping focus, judgment, wellbeing, and workplace relationships and how HR can keep people healthy, capable, and connected? DR. ANASTASIA DEDYUKHINA	<i>To be confirmed</i>
THE LAST JOB: BUILDING THE AI THAT MAKES YOU UNNECESSARY. What happens when every task you complete trains your replacement and the career of the future is measured not by how far you rise, but by how quickly you disappear?	YOUR AI STRATEGY HAS A PEOPLE PROBLEM. Most AI initiatives fail before the technology ever gets the chance to work. In this session, Stephany Oliveros breaks down the five patterns behind failed AI adoption, and why the answers sit closer to your org chart than your tech stack. A practical, no-nonsense framework for HR and people leaders who want to get AI implementation right from the inside out. STEPHANY OLIVEROS	Panel discussion THE CORPORATE BRAIN DRAIN: WHERE DID ALL OUR THINKING TIME GO? Is burnout the real problem or a symptom of fractured attention? Is AI expanding our cognitive capacity or consuming it, and what happens when thinking time becomes the scarcest resource in business? YOHAY ELAM, DR. ANASTASIA DEDYUKHINA, ROBERTA SCROFANI, KHATOUN ABDMASIH
HOW TO BUILD THE "RIGHT SKILLS" STRATEGY? The advantages and undeniable drawbacks of skills-based learning methods. Skills at the core: rethinking learning for real impact.	<i>To be confirmed</i>	Panel discussion HIRED BY THE PAST: IS DATA REJECTING TOMORROW'S BEST TALENT? Can an algorithm spot potential before it becomes a proven track record or is data-driven hiring simply teaching machines to replicate yesterday's definition of success? PAULINA STEPANIAN, PAUL ELSE, DANIEL MARTOS, TIAGO SANTOS
CURIOSITY: THE COURAGE TO QUESTION WHAT EVERYONE ELSE ACCEPTS. This session reframes curiosity not as passive interest but as a disciplined act of care and disruption, challenging assumptions, confronting comfortable narratives, and moving organizations beyond the status quo. STEEFAAN VAN HOOYDONK	LEADING WHEN YOU DON'T HAVE THE ANSWER In fast-moving organisations, leaders are increasingly expected to decide without full information, without certainty, and often without consensus. This session explores how leaders can build trust, fairness, and performance when "knowing the answer" is no longer the job. OANA IORDACHESCU	Panel discussion WOULD YOUR OWN COMPANY HIRE YOU TODAY? Behind the talent curtain: what are top employers doing differently with AI? Are top employers using AI to uncover exceptional talent or quietly eliminating it and what do they know about hiring, developing, and keeping people that everyone else is missing?

12:40 LUNCH BREAK

PART III

13:30

ROOM I

BUSY DOING NOTHING: WHERE DOES ALL THE REAL WORK GO? How can organizations expose time-wasting tasks, eliminate work that creates no value, and give people back the focus to deliver results that actually matter?

THE AI PARADOX: SMARTER SYSTEMS, UNCERTAIN HUMANS: the tensions between augmentation and replacement, speed and meaning, intelligence and judgment, asking how individuals and organizations can thrive in a world where machines grow more capable while human certainty grows thinner. | Fireside chat with **DAVID TIMIS**.

HR BEYOND THE SMOKE AND MIRRORS: LEADING WHEN TRUTH GETS BLURRY. When spin is rewarded, facts become flexible, and illusion masquerades as culture, how can HR expose what is really happening and keep organizations anchored in integrity?

UNLOCK TALENT, AND CREATE WORKPLACES WHERE EMPLOYEES DON'T JUST BELONG, THEY THRIVE. What if the real performance gap lies not in people, but in systems built for sameness: challenging organizations to move beyond inclusion as a gesture and redesign work so neurodivergent talent doesn't just adapt, but redefines what excellence looks like. | **THEO SMITH**

ROOM II

WHAT IF YOUR WORKPLACE, NOT YOUR PEOPLE, IS THE REAL REASON PERFORMANCE IS SLIPPING? The Invisible architecture: how your environment rewires performance. Discover the hidden forces shaping your brain, energy, and results. | **AMY BRANN**

THE QUESTIONS WE CANNOT IGNORE - SO WE ASK THEM AI IS MOVING FAST. Tools are being deployed, roles redefined, decisions reshaped. But beneath the noise, a quieter layer of questions is emerging: about trust, judgment, meaning, agency, contribution, and what we actually want this technology to serve. These are deeply human questions. And they are already shaping what happens next: whether people trust change, resist it, engage with it, or quietly disengage from it. | **ILIANA GROSSE-BUENING**

DELETE THE ROLES. DEPLOY THE SKILLS. Stop acting as a Librarian of Jobs and become an Architect of Potential. Rigid roles are the silent killers of innovation, creating mercenary cultures that erode belonging. This session delivers the definitive roadmap to engineer high-velocity Skills-Flow and integrate humans and AI into a single, high-output Agentic Organization. | **ALESSANDRO RIMASSA**

To be confirmed

ROOM III

Panel discussion **ARE WE THE LAST GENERATION THAT KNOWS HOW TO THINK ALONE?** Who are you when nothing is entirely your idea? If AI begins shaping every thought before we finish thinking it, where does assistance end and authorship, agency, and human identity begin? What happens when tomorrow's workforce has never worked without an AI copilot? Will independent judgment become obsolete or the rarest and most valuable human capability? | **ÁLEX TURPIN, SARAH MATTHEWS, DAVID TIMIS, CLAIRE FAREWELL**

To be confirmed

Panel discussion **WHY DOES YOUR ORGANIZATION EXIST?** What if the company no longer needs employees? When expertise can be assembled on demand, does an organization still need a permanent workforce or must we rethink what a company, a career, and belonging at work actually mean? | **EMILY FIRTH, TAMMY ARNAUD, GIANLUCA ROSANIA, RHIANNON STROUD**

Panel discussion **WHAT IF EVERYTHING WE KNOW ABOUT WORK IS ALREADY OUTDATED?** Which questions should still keep HR leaders awake after this conference? Which answers can we trust, which trends demand our attention and are we shaping the future of work or merely watching the old one disappear?

15:10 COFFEE BREAK

PART IV

15:40

Topic to be confirmed

HOW HR BUILDS RESILIENCE IN AN ORGANIZATION? How can HR equip organizations with the emotional and social skills needed not just to survive, but to adapt and thrive in this ever-changing world? | **ELKE GERAERTS, PhD**

FUTURE-READY HR: ACT BEFORE IT'S TOO LATE. The future won't arrive as a neat forecast - it's being shaped now by the choices HR makes. Instead of waiting for certainty, HR leaders must test, adapt, and act. This session gives practical direction on how to experiment, challenge assumptions, and position HR at the forefront of tomorrow's winners. | **MAGNUS LINDKVIST**

17:30 COCKTAIL RECEPTION & NETWORKING



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