

The Honourable John Howard to provide keynote address to Australia's top Human Resource leaders

Marcus Evans announces strong line-up of speakers & key sponsor VALIDITY Coaching to the prestigious HR Summit Event 2010

Sydney, Australia – February 22, 2010 – Marcus Evans Summits and Global Business Information provider today announces VALIDITY COACHING PTY LTD as a key Sponsor of the prestigious Australia and New Zealand HR Summit, on the 10 - 12 March 2010, taking place at the luxurious RACV Royal Pines Resort, Gold Coast, Queensland, Australia.

Following a challenging period of economic uncertainty and pressure, key Human Resources Leaders will challenge a select audience of Australian Business Human Resource leaders on the strategies and responsibilities required of them to lead their organisation's development and people-readiness to perform successfully in today's challenging and ever-changing environment.

The HR Summit Event 2010 pulls together an extensive line up of speakers which include the heads of HR from blue chip companies such as Insurance Australia Group, AGL Energy, ANZ, Luxottica, Baker & McKenzie, IBM, GE, Accenture, St Vincent's & Mater Health, ING, Red Balloon, Telecom New Zealand, eBay Asia Pacific, PwC, TNT Express, Ausenco, Nokia Siemens Networks, PanAust and Pfizer.

Chris Tandridge, CEO of Validity said of the event "the heart of an organisation's ability to be successful depends upon the flexibility, readiness, capability and dependability of its people. Now more than ever, senior executives require additional support and coaching to harness the opportunities that follow the recent market tightening. We consider the HR Summit Event as the premium HR event in Australia bringing together the best of Australia's people leaders to share and discuss the strategies and resources required of businesses to remain competitive not only today but into the future. VALIDITY Coaching is proud to be engaged as a major Sponsor of this event."

Lilly Pavlou, Senior Marketing Manager EMEA & APAC of Marcus Evans Summits commented "We are proud to stage Australia's premium HR event. This HR Summit Event 2010 brings together the best of the best HR practitioners from the most leading Australian businesses across a diverse range of industries. The involvement of our sponsors, such as VALIDITY Coaching, helps ensure our success."

The HR Summit 2010 is an invitation only event for Australia's leading HR Directors and will be held 10-12 March, RACV Royal Pines Resort Gold Coast, Australia.

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The HR Summit 2010 (www.hranzsummit.com), In a constantly evolving and exceedingly demanding market environment an organisation's biggest asset is unquestionably its human capital. With unpredictable forces constantly affecting the marketplace, the optimal way of safeguarding against aggressive competition and grid locking future success, is by fully focusing on your company's foremost asset: its people.

At a time when talent is increasingly harder to detect and when a formerly rich talent pool is quickly running dry, the emphasis on human capital lies in fully training and developing your workforce in order to materialise your company's ambitious future goals. Attracting, recruiting and developing individuals will always lie at the core of an organisation's priorities, especially when expanding into emerging markets across the globe. Recruiting on a global scale has never been more complex - an increasingly thrifty and time consuming process for conglomerates worldwide, the recruitment process necessitates filtering of thousands, and for some millions, of applications per year.

Human Resources experts are constantly looking to improve and innovate on common HR practices to deliver the best possible results while simultaneously maximally re-enforcing their company's core goals and practices. The **HR Summit 2010** will explore and focus on the prevalent challenges in the profession at present through visionary keynote presentations and case studies delivered by your most esteemed peers and thought leaders in HR.

marcus evans Summits (www.marcusevans.com), produces high level business platforms for the world's leading decision-makers. These dynamic and innovative forums initiate and develop business relationships one to one between director and C level practitioners from the world's most influential organisations and with leading product and service suppliers. **marcus evans** Summit's guarantees an exclusive format which enables participants to achieve the maximum amount of business and knowledge interaction over a three day event in a stimulating environment.

VALIDITY Coaching (www.validitycoaching.com) is a Key Sponsor of HR Summit 2010. VALIDITY COACHING helps lead the organisational and executive behavioural changes required to grow people and their client's businesses. Established in 2006, VALIDITY's international team offers over 150 years of coaching experience across all levels of executives, managers, sales managers and sales teams and across a variety of disciplines and industries. VALIDITY's ethical, powerful, results-oriented coaching is grounded in today's business realities and is based on a proprietary coaching approach – PROOF©. Engaging with VALIDITY as a coaching partner is secured in confidentiality and founded on solid individual development with personal stretch goals and measurements. This provides VALIDITY's clients with the security and knowledge that a robust system is consistently applied and measured in all coaching assignments. VALIDITY Coaching is committed to delivering in a true partner relationship based upon agreed values and shared business objectives.

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