

UNDER THE PATRONAGE OF

الهيئة الاتحادية للموارد البشرية الحكومية
Federal Authority For Government Human Resources



SIRM | MENA ANNUAL CONFERENCE & EXPO 26

HR + AI LAB

Build your HR & AI Blueprint



15 DEC
MASTERCLASSES



16 - 17 DEC
CONFERENCE & EXPO



17 DEC
STAR AWARDS



MADINAT JUMEIRAH
DUBAI

#shrmmena26

Venue



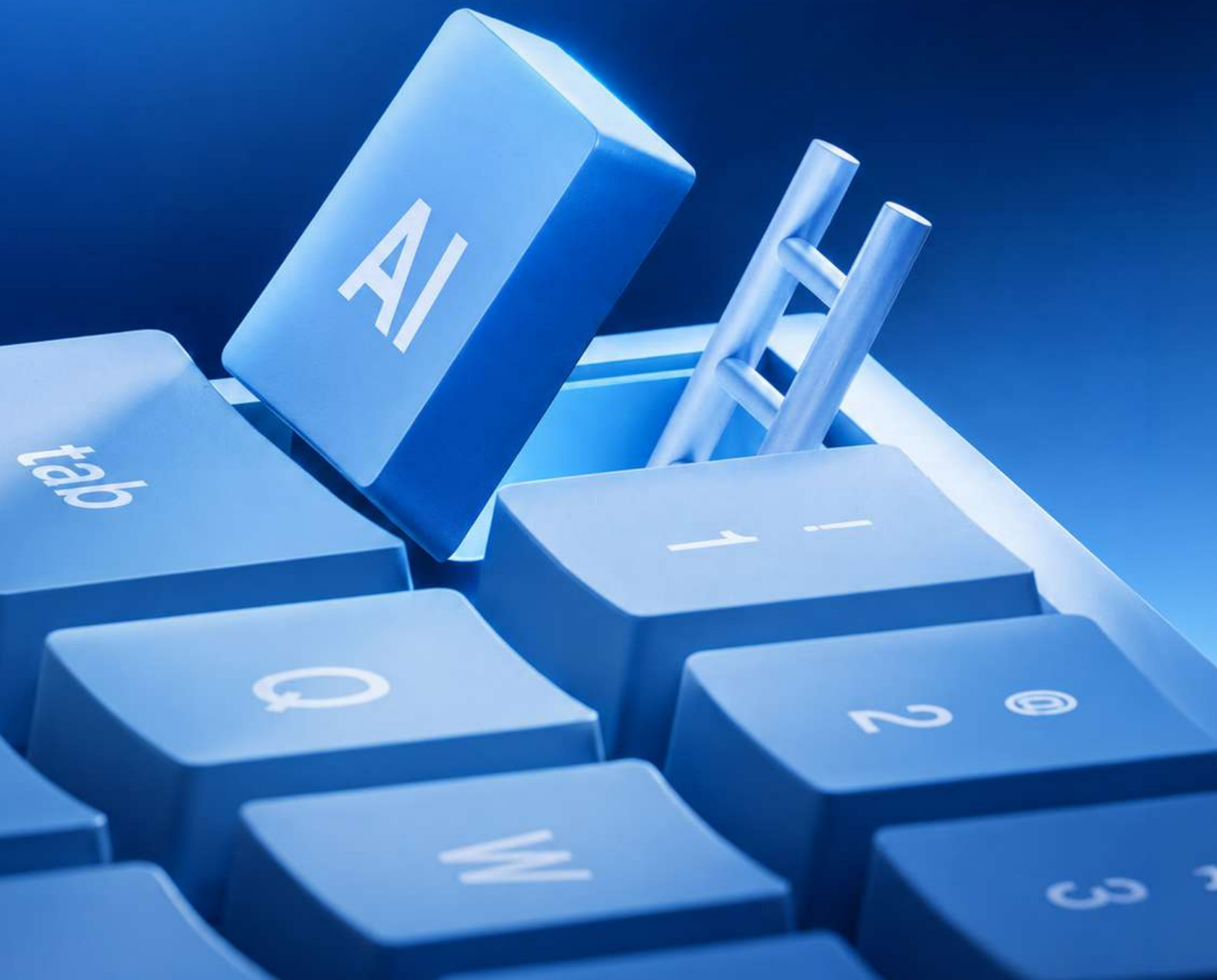
MADINAT
JUMEIRAH

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is transforming HR.

Experience what works



AI is moving from possibility to practice.

For business & HR leaders, the opportunity is to understand where AI can create real value, how work and talent practices need to be redesigned, and how to move from experimentation to impactful implementation.

SHRM MENA Annual Conference & Expo 2026 brings this opportunity to life through the Region's First HR + AI Lab, a large-scale executive experience focused on real world applications across HR, talent and work.

WELCOME TO THE
HR + AI LAB



HR + AI LAB

The Experiential Heart of SHRM MENA'26

It combines the scale of flagship annual event along side marquee speakers, an executive audience, global perspectives and a powerful experiential Expo.



WATCH

Get the perspective

Main-stage keynotes, executive viewpoints, real case studies, demonstrations and debates.



EXPLORE

Get closer to the application

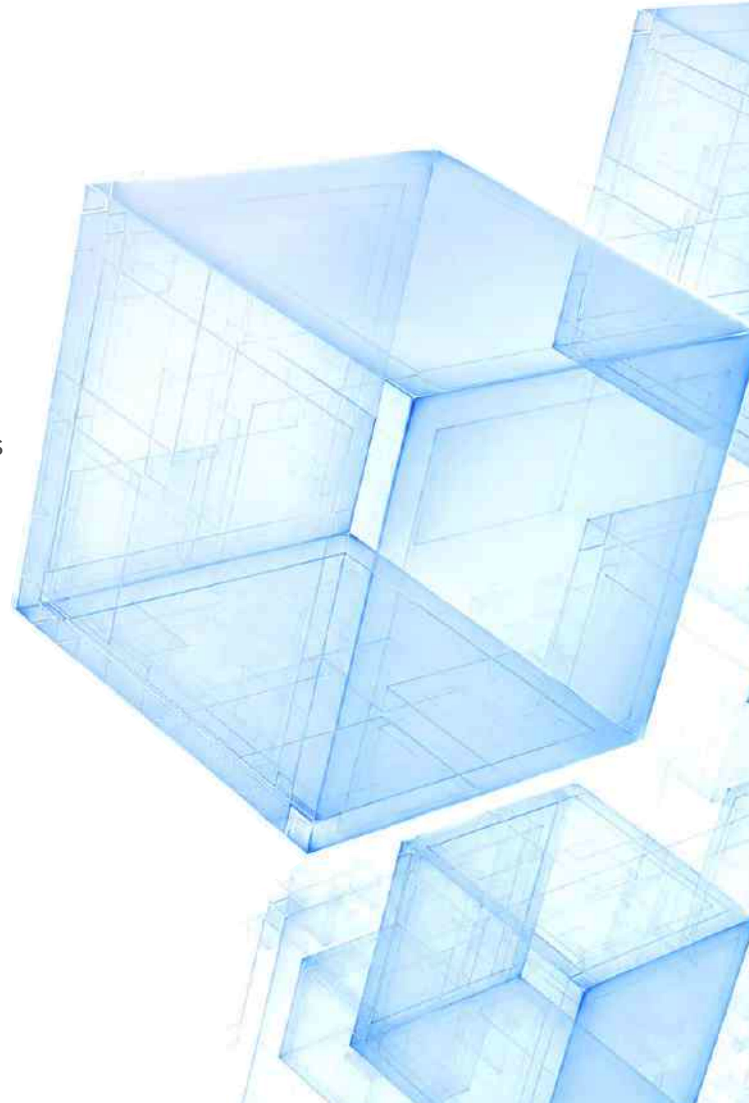
Prompt Clinics, AI Surgery, AI Office Hours, live demonstrations and expert conversations.



BUILD

Turn an HR challenge into an AI solution

Follow a structured Path, work through a capstone challenge, test your thinking and build your own AI HR Blueprint.



Choose your Challenge

Find Your Solutions

AI means something different depending on the HR challenge you're trying to solve.

At registration, choose the area where you most want AI to make an impact. Your choice gives you a recommended Lab journey while leaving you free to explore content across the experience.

AI × HIRE

Reinvent talent acquisition

Explore how AI can transform the way organisations identify, assess, engage and hire talent.

AI × GROW

Redesign talent development

Explore how AI can reshape learning, skills, capability building and employee growth.

AI × LEAD

Reimagine talent management

Explore how AI can strengthen talent decisions, performance, mobility and people leadership.

**THREE CHALLENGES.
SOLUTIONS FOR ALL.**

#shrmmena26

Turn  Potential
Into HR Impact



From Discovery to Deployment

Designed to move progressively from understanding AI to applying it

DAY 1

Understand & Design

DISCOVER

What's changing?

Understand the forces reshaping HR, work and talent.

DECODE

What can AI actually do?

Separate real capability from hype and explore relevant HR applications.

DESIGN

What should HR redesign?

Identify where AI can create meaningful value in your chosen challenge.

DAY 2

Build & Implement

BUILD

Create the solution.

Turn your challenge into an AI-enabled use case and workflow.

TEST

Challenge and refine it.

Pressure-test your thinking with peers, practitioners and subject matter experts.

DEPLOY

Plan what comes next.

Turn your solution into a clear path forward.

From Insight to Action

The **HR + AI LAB** introduces formats designed to create participation, challenge thinking and bring AI closer to the problems organisations are trying to solve.



LEADERSHIP LENS

**One leader. One perspective.
Five defining questions.**

Marquee executive insight through formats including Failure Stories, Reverse Keynotes, Turning Points and Winning Perspectives.



IDEA EXCHANGE

**Where business and HR challenge
each other's thinking.**

CEO–CHRO and business–HR dialogues focused on the problems AI must solve next.



CASE STUDY LIVE

Go inside a real AI transformation.

Follow an organisation from the original challenge through decisions, execution, mistakes and outcomes.



PROMPT BATTLE

**One HR problem. Two approaches.
You decide.**

Watch practitioners tackle the same HR problem live through prompting.



CROSSROADS

Build together.

Work with a cohort on a shared HR challenge and create an actionable output.



AI SPEED CONSULTING

Bring your question to an expert.

Short, pre-registered 1:1 or small-group expert coaching sessions.



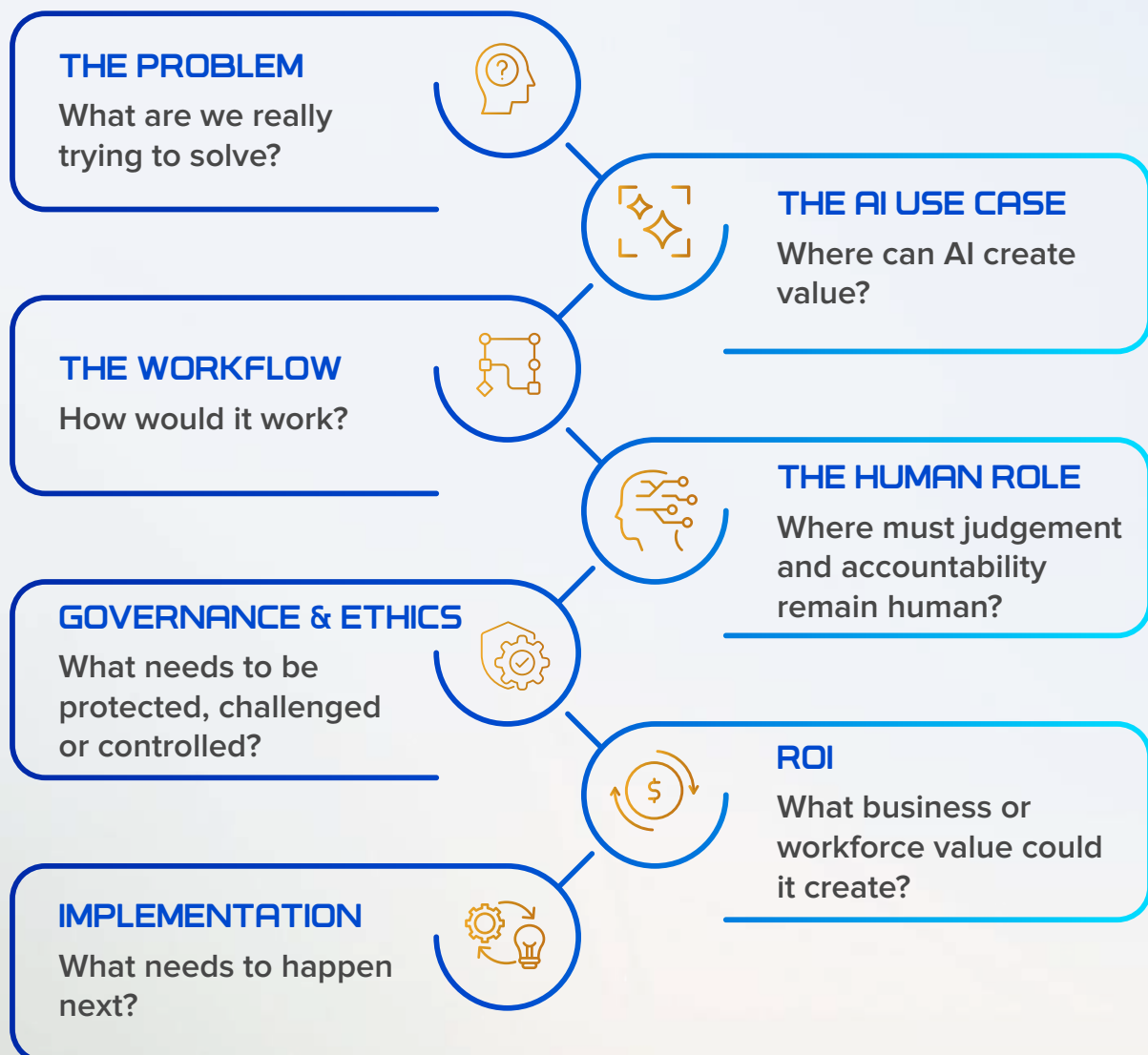
**PROMPT CLINICS | AI SURGERY |
AI OFFICE HOURS | LIVE AI DEMONSTRATIONS**



THE AI HR CHALLENGE

Every 'BUILD' pathway culminates in the AI HR Challenge - a capstone where teams redesign a real HR problem with guidance from subject matter experts.

Your challenge takes you through:



The Scale

2,000+

HR & Business
Leaders

1,000+

Participating
Organisations

100+

CXOs

50+

Global
Speakers

30+

Knowledge
Sessions

15+

Learning
Hours

- CHROs & Chief People Officers
- Business Leaders & HR Directors
- Talent Acquisition Leaders
- Learning, Skills & OD Leaders
- Government & Ministry Representatives
- HR Technology & AI Transformation Leaders
- People Analytics Leaders
- Talent Management Leaders



WHERE HR, AI AND THE
ECOSYSTEM CONVERGE

What Awaits You

Participating delegates build a personal AI HR Portfolio

- ▶ AI HR Blueprint
- ▶ Prompt & Workflow Toolkit
- ▶ AI Governance Checklist
- ▶ AI Maturity & ROI Tools
- ▶ Implementation Plan
- ▶ Completion Credential
- ▶ Network with Experts
- ▶ Be-the Pace Setter



Voices Who Have Inspired us



H.E. Ohood bint Khalfan Al Roumi

Minister of State for Government Development and the Future
Chairwoman of the Federal Authority for Government Human Resources



H.E. Dr. Abdulrahman A. Al Awar

Minister of Human Resources and Emiratisation, Acting Minister of Higher Education and Scientific Research



H.E. Faisal Saeed Binbuti Al Mheiri

Director General
Federal Authority for Government Human Resources



H.E. Abdullah Ali bin Zayed Al-Falasi

Director General
Dubai Government Human Resources Department



Brigadier Rashid Nasser Rashid

Director of the General Department of Human Resources
Dubai Police



Mr. Hassan Al-Shibli

CEO
Academy of Learning



Randi Zuckerberg

Founder & CEO
Zuckerberg Media and HUG



Johnny C. Taylor, Jr., SHRM-SCP

President and CEO of SHRM



Sanford R. (Sandy) Climan

CEO
EMV (Hollywood Producer)



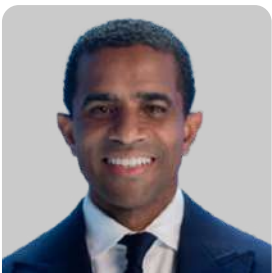
Michael Fraccaro

Senior Fellow &
Former Chief People Officer
Mastercard



Achal Khanna

Chief Executive Officer
SHRM APAC & MENA



Lars N. Minns

Chief Human Resources Officer
Mercedes-Benz USA



Emily M. Dickens, J.D.

Chief of Staff, Head of
Government Affairs & Corporate
Secretary
SHRM



Shiv

Operating Partner, Advent
Private Equity Former
Chairperson & CEO, PepsiCo &
Former CEO, Emerging Markets,
Nokia



Nader Haffar

Former Chairman & CEO,
KPMG LG
Co-Founder & Chairman,
VALYOO Holding



Jon Clifton

Chief Executive Officer
Gallup



Stephen M. R. Covey

Co-Founder, CoveyLink &
FranklinCovey



Mark C. Thompson

Chairman, Chief Executive
Alliance, LLC
Former CEO, CEO Academy
(A SHRM Company)



Dr. Marshall Goldsmith

Executive Coach, Leadership
Thinker & Best Selling Author

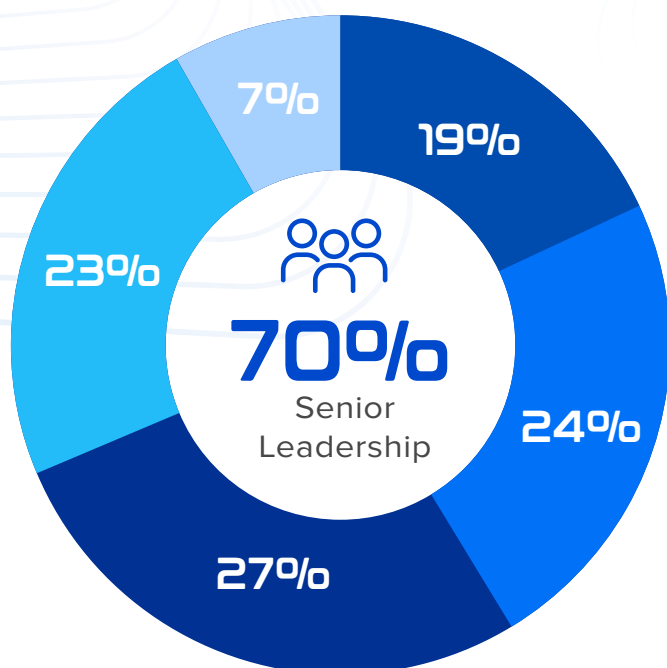


Dr. Robert Hogan

Founder and President
Hogan Assessment Systems

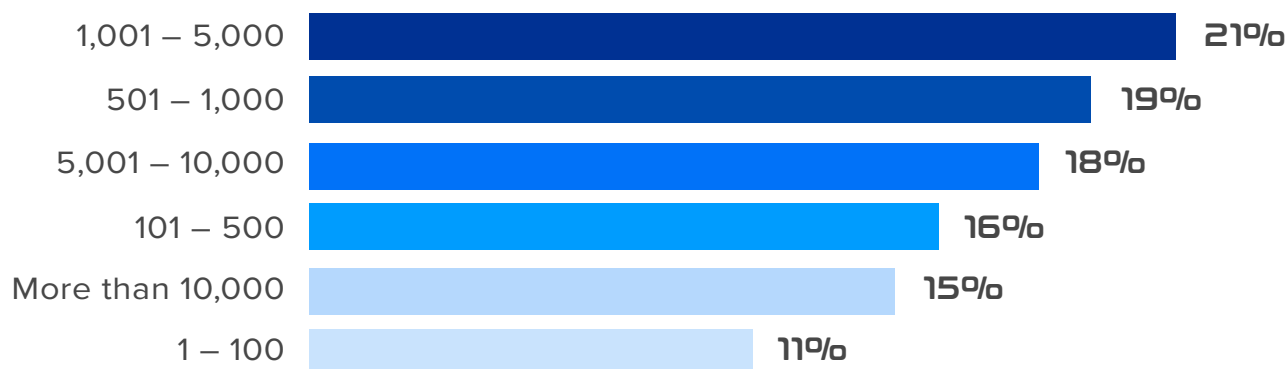
Audience Demographics

LEADERSHIP PROFILE



- **19%**
CXOs, CHRO & Head HR
- **24%**
Presidents, SVP, VP, Director & Vertical Heads
- **27%**
GM, DGM, AGM, Sr. Manager & Equivalent
- **23%**
Managers
- **7%**
Academia & Consultants

ORGANIZATION SIZE



An influential audience of HR decision-makers representing enterprises across the MENA region, creating meaningful opportunities for **networking, knowledge sharing, and business engagement.**



SHRM MENA

STAR AWARDS 2026

Leading Recognition for HR Excellence



RECOGNISING HR BEST PRACTICES
THAT DELIVER REAL IMPACT



17 DEC



<https://shrmmena.org/awards/>

The EXPO'26 Gets an Upgrade

You don't need to be on the full 'BUILD' journey to experience AI in action.

The open-access Expo gives visitors a focused way to discover how AI is being applied across HR and the workplace.

SEE

Watch AI at work.

Experience live demonstrations of AI solutions applied to HR use cases.

TRY

Experience it yourself.

Get hands-on with tools, technologies and workplace applications.

TAKE

Leave with something useful.

Take away a prompt, workflow, template or insight you can apply immediately.



Why Sponsor



DEMONSTRATE

Show your technology in action.

Bring your solution to life against relevant HR and workplace use cases.

INFLUENCE

Bring your expertise into the conversation.

Contribute to conversations around AI applications, workflows, governance and implementation.

GROW

Turn conversations into opportunity.

Build relationships that can develop into deeper engagements, pilots, partnerships and future business.

CONNECT

Meet the people making the decisions.

Engage with senior HR, talent, technology and business leaders exploring AI for their organisations.

BUILD CREDIBILITY

Be part of the solution.

Position your organisation alongside the workforce and talent challenges leaders are actively addressing.



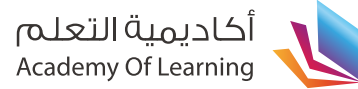
Sponsors 2025

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STRATEGIC SPONSORS



HEADLINE SPONSOR



PLATINUM SPONSOR



SILVER SPONSOR



EXHIBITOR SPONSORS



SUPPORTED BY



Sponsorship Packages

Investment (USD)	Strategic \$120,000	Headline \$75,000	Platinum \$50,000	Gold \$30,000	Silver \$20,000	Bronze \$10,000	Awards Sponsor - Strategic \$50,000	Awards Sponsor - Headline \$35,000
Raw Space *Additional booth space @USD 1000/ sqmt	8*5	6*4	6*3	6*2	6*2	4*2	6*4	6*2
		Thought Leadership						
Main hall Speaking slot (PanelDiscussion/ Fireside Chat) *Based on availability	✓	✓	-	-	-	-	-	-
Seminar speaking slot in expo area (standalone/ Panel)	✓	✓	✓	✓	✓	-	-	-
Onsite Interview at SHRM Booth	✓	✓	✓	✓	✓	-	✓	✓
Welcome Remarks at Awards Gala (3 mins)	-	-	-	-	-	-	✓	-
Presenting awards on stage	-	-	-	-	-	-	3 categories	1 category
Live demo 10 min (Seminar Stage in expo area)	-	-	-	✓	✓	✓	-	-
		Marketing and Media						
Logo at the conference Microsite	✓	✓	✓	✓	✓	✓	✓	✓
Logo presence on conference mailers (Pre & Post)	✓	✓	✓	✓	✓	✓	✓	✓
Branding in Conference Flags	✓	✓	-	-	-	-	-	-
Branding in Awards flags	-	-	-	-	-	-	✓	✓
Banner Ad Conference Microsite	✓	✓	-	-	-	-	✓	-
Social Media Announcement Solo	✓	✓	✓	✓	-	-	✓	✓
Social Media Announcement Collective	✓	✓	✓	✓	✓	✓	✓	✓
Name at the Press Release (Pre & Post)	✓	✓	✓	✓	-	-	✓	✓
Mention in whatsapp marketing blast to attendees	✓	✓	✓	-	-	-	✓	✓

*5% VAT will be applicable on the above pricing.

We can also offer tailor-made sponsorship solutions to meet specific brand objectives.

Sponsorship Packages

Investment (USD)	Strategic \$120,000	Headline \$75,000	Platinum \$50,000	Gold \$30,000	Silver \$20,000	Bronze \$10,000	Awards Sponsor - Strategic \$50,000	Awards Sponsor - Headline \$35,000
Onsite Branding								
Conference Podium Branding (Digital)	✔	-	-	-	-	-	-	-
Conference Lanyard *Non-exclusive *Based on availability	✔	-	-	-	-	-	-	-
Delegate Badge branding *Non-exclusive	-	✔	-	-	-	-	-	-
Conference Pen Branding *based on availability	-	✔	-	-	-	-	-	-
Registration desk *Non-exclusive	-	-	✔	-	-	-	-	-
Conference Bag *Non-exclusive"	-	-	✔	✔	✔	-	-	-
Conference Room table branding *Non-exclusive	-	-	✔	✔	-	-	-	-
Conference Water branding *based on availability	-	-	✔	-	-	-	-	-
Seminar chair Branding Collective *Non-exclusive	-	-	-	✔	✔	-	-	-
Thank you partner wall	✔	✔	✔	✔	✔	✔	✔	✔
Lunch Sponsor	-	✔	✔	✔	-	-	-	-
Coffee break sponsor	-	-	-	✔	✔	✔	-	-
60 sec Video (Conference Room)	✔	✔	✔	✔	-	-	-	-
60 sec Video (Expo Area)	✔	✔	✔	✔	-	-	✔	✔
20 sec video (Prior to Award Presentation)	-	-	✔	✔	-	-	✔	✔
Red carpet Sponsor (either side of red carpet and arch)	✔	✔	✔	✔	-	-	✔	✔
Podium branding - Awards	-	-	-	-	-	-	✔	✔
Co-branded Research	✔	✔	-	-	-	-	✔	-

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Access								
Introductions	5	3	3	2	-	-	4	2
Delegate Pass (Silver Category)	10	8	6	4	3	2	6	3
Room Nights	6	-	-	-	-	-	-	-
Awards Seats (1 Table 8 Seats)	-	-	-	-	-	-	2 Tables	1 Table

Additional Branding Opportunities

Pricing (USD)	
Expo Hall Sponsor	\$25,000
Speaker Lounge Sponsor	\$15,000
Chair Branding Keynote Hall	\$20,000
Agenda Sponsor	\$15,000
Conference Notepad Sponsor	\$10,000
Volunteer T-shirts Sponsor	\$10,000
Newletter Branding	\$10,000
Tent Card Keynote Hall	\$15,000
Literature Insert In the Conference Delegate Bag	\$2,000
Seminar Stage Branding	\$20,000
Roundtable - for 8-10 pax	\$20,000

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Delegate Registration

	Super Early bird Till 15 th Sep 2026	Early bird Till 31 st Oct 2026	Standard Nov 2026 Onwards
Silver	\$1,850	\$2,250	\$2,500
Gold	\$2,650	\$3,000	\$3,500
Platinum	\$3,000	\$3,500	\$4,000

PRE-CONFERENCE MASTERCLASSES

- ▶ Gain early access to exclusive sessions led by global HR and worktech experts.
- ▶ Dive deep into high-impact topics like AI integration, people analytics, and agile leadership.
- ▶ Build a competitive edge with immersive, skill-building workshops before the main conference begins.

MAIN STAGE SESSIONS

- ▶ Leverage visionary thoughts and bold ideas from world-renowned HR leaders and futurists.
- ▶ Engage with dynamic panels that address today's biggest workforce challenges and opportunities.
- ▶ Be inspired, with strategic insights to transform your HR leadership journey.

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SHRM KSA Office (Riyadh)
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shrm.mea@shrm.org
<https://shrmmena.org/uae/>