

Asia HR Conference 2025

Proposed theme options

Global Creative Center of Excellence
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A business of Marsh McLennan

The brief

The **Asia HR Conference** aims to address critical topics impacting the HR and work landscape and provide actionable insights.

The theme for 2025 should:

- Encapsulate today's **dynamic HR operating environment**
- Emphasize the need for **adaptability** and **strategic foresight** in addressing emerging challenges
- Reflect the **intersection of geopolitical, technological and societal factors** (trade policy, AI adoption, increasing benefits costs, demographic shifts and the rising cost of living)

Our proposed options on the following slides aim to provide a compelling theme that resonates with current client issues and aligns with the boardroom agenda.

Option 1

The agility advantage

Thriving in a shifting HR landscape

Alternative tagline:

Strategies for thriving in a world of change

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- This option focuses on the benefits of an agile workforce in navigating uncertainty.
- The word “thriving” in the tagline serves as a positive aspiration and reinforces the Marsh McLennan Purpose.

Option 2

Agile leadership

HR's strategy for a rapidly evolving world

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- Like Option 1, the emphasis here is on the critical role of agility in addressing emerging challenges, with a more specific focus on HR leadership.

Option 3

Work: Better

Enhanced skills. Improved engagement. Better workforce.

Alternative tagline:

Optimizing skills and improving experience for a better workforce

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- This play on words positions “work” as both a verb and a noun (*work better* to make work better), touching on the process of workforce transformation as well as the desired outcome of an optimized workforce.

Option 4

Working well

Optimized skills. Enhanced experience. Agile workforce.

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- The word “well” in this option evokes both employee well-being and a workforce that executes well.
- The tagline elaborates on the objectives of the boardroom agenda.

Option 5

From disruption to opportunity

Aligning HR strategy with global and technological shifts

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- The focus here is on the potential opportunities that can be found amid geopolitical, technological and societal upheaval.

Bonus option

The great wide open

Opportunities for an agile workforce

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- Based on a classic pop rock title, this option puts a positive spin on uncertainty and change by focusing on the possibilities available through building an agile workforce.

Recap: Recommended themes

- 1. The Agility Advantage**
Thriving in a shifting HR landscape
- 2. Agile Leadership**
HR's strategy for a rapidly evolving world
- 3. Work: Better**
Optimizing skills and improving experience for a better workforce
- 4. Working Well**
Optimized skills. Enhanced experience. Agile workforce.
- 5. From Disruption to Opportunity**
Aligning HR strategy with global and technological shifts

Bonus option:

The Great Wide Open

Opportunities for an agile workforce

