



2025 Asia HR Conference

Work: Better

Enhanced skills. Inspired experiences. Better work.

Art direction

Concept:

Fluid, Agile
Impactful

As a Mercer Asia flagship event, this conference plays a pivotal role in driving progressive HR conversations across the region.

It brings together leaders, changemakers, and practitioners to elevate workforce strategies and build a future of work that is inclusive, agile, and impactful throughout Asia.

Approach:

Key General theme - Static

This abstract fluid design features bold curves and vibrant gradients to evoke energy and movement. The smaller colored circles represents the four core themes, adding meaning and structure to the dynamic composition.



Color themes and Photography



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September 2-3 | Singapore



Focusing on the
fundamentals



Exploring new
pathways for growth



Deliver vital
transitions



Unlocking the
longevity economy

Four Key Themes for the 2 Days

DAY 1:

Blue/Pink gradient - Focusing on the fundamentals

Blue/Green gradient - Exploring new pathways for growth

DAY 2:

Blue/purple gradient - Deliver vital transitions

Blue/Turquoise - Unlocking the longevity economy



Focusing on the fundamentals



Exploring new pathways for growth



Deliver vital transitions

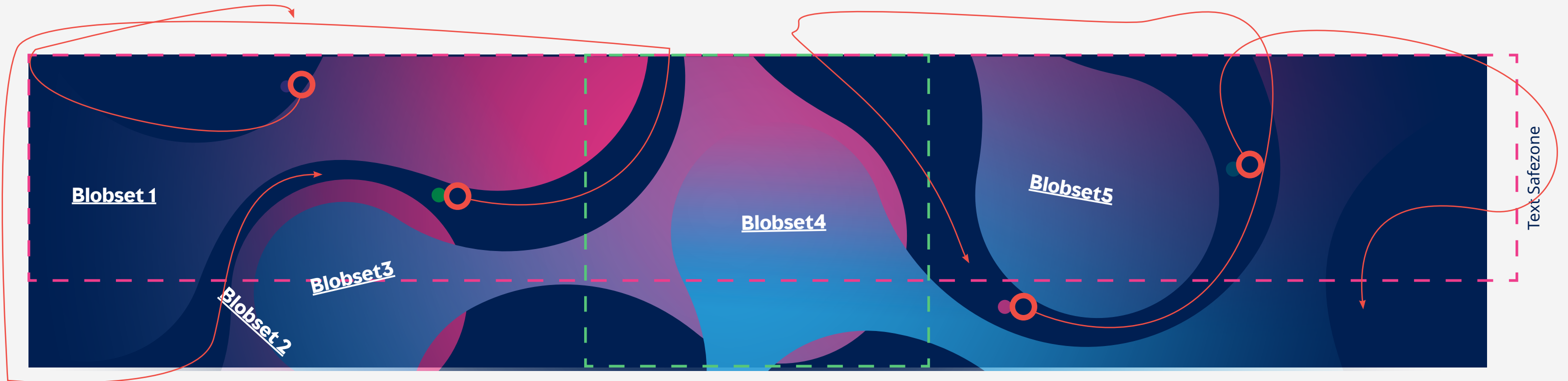


Unlocking the longevity economy



Application Stage Screens and Animations

Set 1: General Theme



General Theme animation movement 5040px by 1008px

General Theme application:

- Blobset enter the scene one-by-one then interlocking/connecting to each other or just moving in so slowly as an opening
- Gradient changes from pink to purple, to green, to blue, to turquoise then repeat.
- Little circles representing 4 key themes are moving along the grooves looping softly
- Gradient Feather at radial 75%





Text Safezone



Text Safezone






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DAY 1 2 September 2025		
08:30 - 09:00	30 mins	Registration
09:00 - 09:10	10 mins	Conference welcome
09:10 - 09:20	10 mins	Opening remarks: Lewis Garrad
09:20 - 10:05	45 mins	Redesigning work for the next generation AI-augmented organization Ravin Jesuthasan
10:05 - 10:35	30 mins	Navigating geopolitical and economic change: Optimising your People strategy in Asia - Godelieve van Dooren
10:35 - 11:05	30 mins	Networking Break: Focusing on the fundamentals
11:05 - 11:35	30 mins	Hiring human: Lara Patridge, HSBC
11:35 - 12:05	30mins	How AI is transforming the workforce: Rajeev Hassamal, DBS Bank
12:05 - 12:15	10 mins	Interactive session
12:15 - 13:30	75 mins	Networking Lunch: Delegates move to plenary room

**Opening Remarks
Keynote Speaker**

Lewis Garrad
Career Leader, Asia


 Mercer

Multiple speakers taking the stage

Lewis Garrad
 Career Leader, Asia

Godelieve van Dooren
 CEO Marsh McLennan, Southeast Asia

Ravin Jesuthasan
 Global Leader, Transformation Services, Mercer

 Mercer


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For panels, other and breakroom announcements

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For panels, other and breakroom announcements

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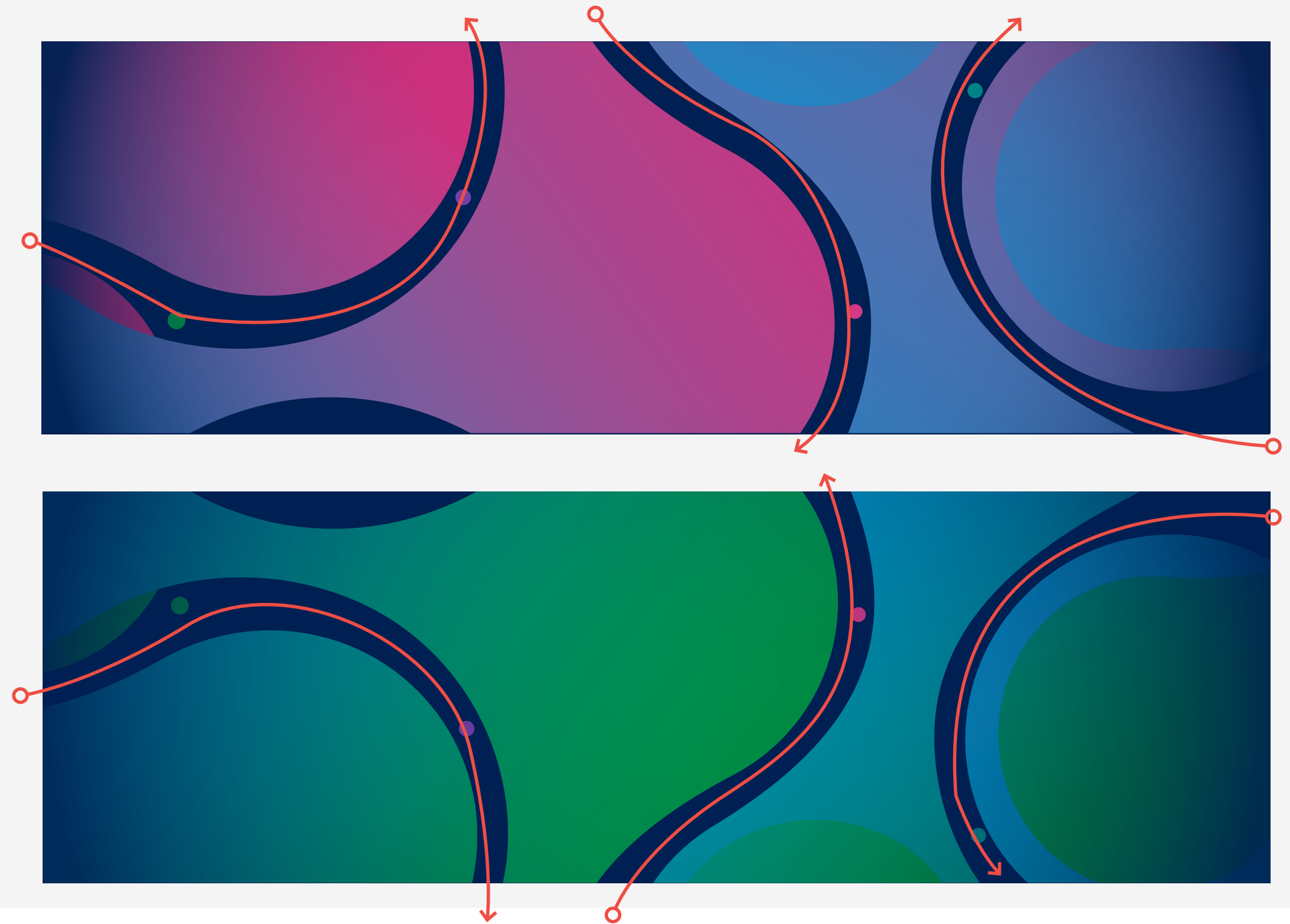
Application Stage Screens and Animations

Set 2: Key Themes

4 Key Theme animation movement 5040px by 1008px

Theme application:

- Each Key Themes are represented by 4 gradient colors.
 1. Blue/Pink - Focusing on the Fundamentals
 2. Blue/Green - Exploring new pathways for growth
 3. Blue/Purple - Deliver vital transitions
 4. Blue/Turquoise -Unlocking longevity economy
- Two-themes per day
 1. Day 1 - Blue/Pink and Blue/Green
 2. Day 2 - Blue/Purple and Blue/Turquoise
- Blobset gradients don't change colors. Can add swipe or any slow moving motion to side
- radial gradient feather 75%
- Little circles still moving along grooves looping in and out of the screen.
- 4 Key themes blobsets are different from each other. They were flipped to create different styles. Please use the illustration file for consistency



Discussion
How AI is transforming the workforce

Godelieve van Dooren
CEO Marsh McLennan, Southeast Asia

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Discussion
Spotify Unplugged: How AI is Orchestrating Growth

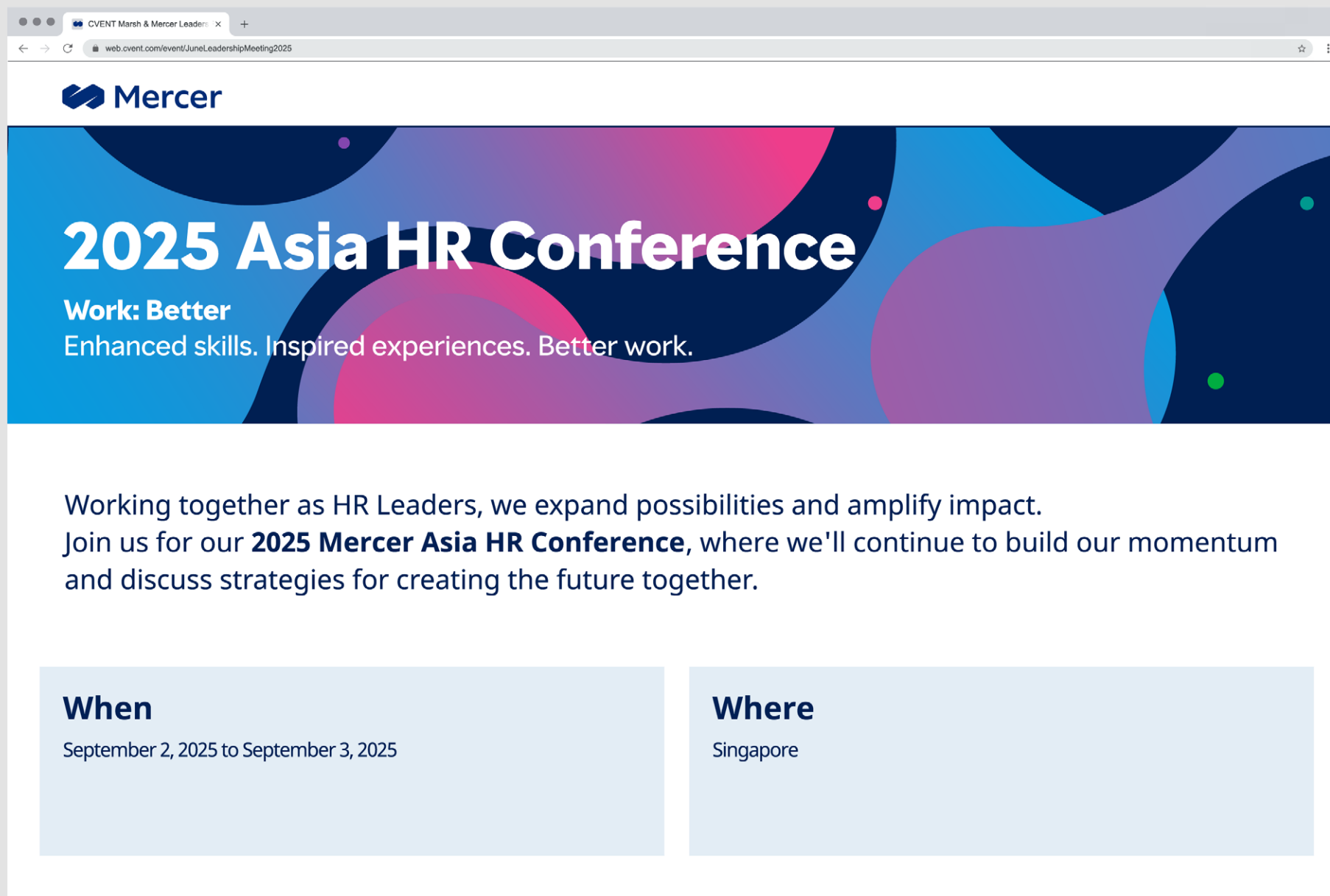
Godelieve van Dooren
CEO Marsh McLennan, Southeast Asia

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Sample Assets



Cvent Event Site



Event App - Splash Screen



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- Agenda
- Networking
- Attendees
- Speakers
- Sponsors
- Documents
- Activities



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Dear Firstname Secondname,

Sociis lorem natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras mattis consectetur purus sit amet fermentum. Nullam quis risus eget urna mollis ornare vel eu leo. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Praesent commodo cursus magna, vel scelerisque nisl consectetur.

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Follow-up Email

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First Name
Last Name
Company

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First Name
Last Name
Company

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Last Name
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Last Name
Company

Badge

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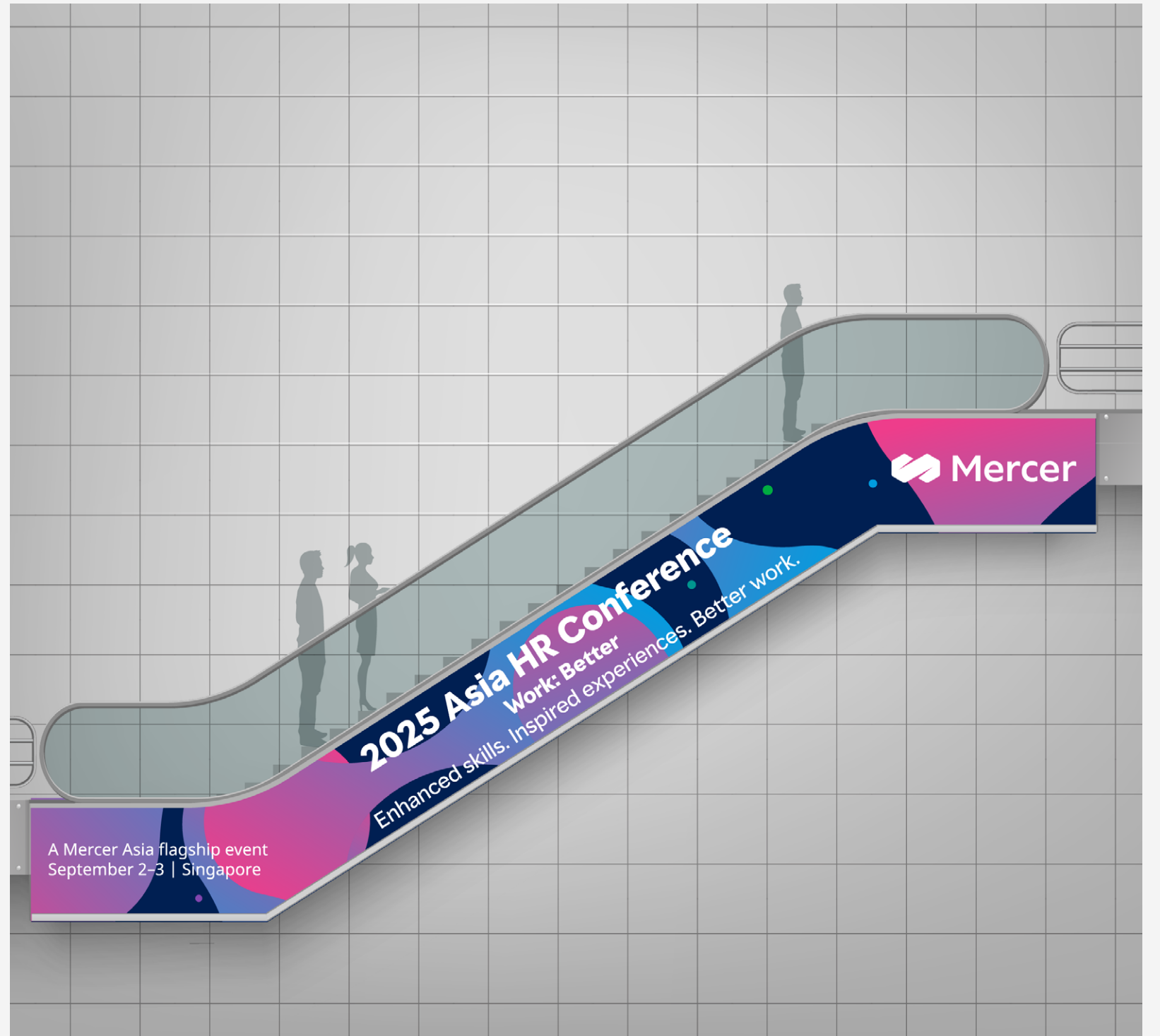
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Register now

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Thank You!