HR (R)Evolution 2025 - Powered by Prohuman & Pénzcentrum program

Registration

Section I: HR Trends and Future Outlook - Macro Perspectives and Leadership Insights

The rapid changes in both global and domestic labour markets are presenting new challenges for corporate HR strategies. This session provides a comprehensive macro-level overview of current trends, highlighting how Hungarian HR leaders are responding to constant transformation, what directions they see in the future of work, and which employee skills and competencies they consider most critical going forward.

09:30 - 09:40 Opening

09:40 - 10:00 Macro Perspective: What is Happening in the Hungarian Labour Market?

Speaker:

István Madár, Senior Analyst, Portfolio

10:00 - 10:15 Trends in the world of HR - Let's See What/Who We Are Dealing With!

Speaker:

Dr. Ágnes Tóth, CEO, Prohuman Ltd.

10:15 - 11:05 HR Challenges from a Corporate Perspective - Navigating the Labour Market of Tomorrow

Moderator: Viktor Göndöcs, Chief Strategy Officer, Prohuman Ltd.

Conversation participants:

Katalin Erdei, Global HR Director, Richter Gedeon Nyrt.

Gyöngyi Kántor, HR Director, Master Good

Zsuzsa Tóth, Chief People Officer, Magyar Telekom

Beáta Ujvári, HR Executive, B+N Csoport

11:05 - 11:50 Pay Transparency in Practice - How Can Companies Prepare?

Moderator: Dorka Nagy-Józsa, CEO, Y2Y Ltd.

Conversation participants:

Szilvia Bogdán, Chief People Officer, Member of the Board of Directors/Chair of

HR Committee, NEXON/AmCham

Veronika Oláh, People Advisory Services, Partner, EY Hungary

Dr. Nóra Óváry-Papp, Senior Lawyer, Baker McKenzie

Katinka Rózsa, HR Manager, United Platforms

Lunch break

Section II: Artificial Intelligence and Innovation in the World of HR

The profession is currently preparing for a number of new expectations and digital changes. Particular emphasis is being placed on the emergence of AI: how it is transforming HR processes, recruitment, and workplace operations, and what ethical and practical questions it raises.

13:00 - 13:15 Blue Collar 4.0: Technological Transformation and the Skills Revolution

Speaker:

Ádám Horváth, Executive partner, EdTech Magyarország

13:15 - 13:30 Artificial Intelligence and Human Decisions - Where Is HR Heading?

Speaker:

György Vertán, Founding Owner, CEO, Tigra

13:30 - 13:45 AI Cheat Sheet for Smoother Onboarding Processes

Speakers:

Péter Balogh, CEO, Danubius IT Solutions

Enikő Szalai-Huszár, Director, Head of Product, Danubius IT Solutions

13:45 - 14:25 How Is AI Reshaping the Future of Work and Businesses?

Moderator: **Vince Szymczak**, Digital Transformation Manager, Prohuman Group Conversation participants:

Kata Illés, Co-Founder, Al Architect, Indivizo Zrt. **Ádám Jankó**, Managing Director, Cosori Hungary **Zita Nagy-Földi**, Business & Leadership Coach

Coffee break

Section III: Longevity & Wellbeing & Efficiency - Keys to Sustainable Performance

Long-term organisational success relies on the well-being and commitment of people. This session explores tools for effective work organisation and boosting employee engagement, with a focus on supporting mental health, preventing burnout, and the role of wellbeing programmes. It also addresses the challenges of creating an experiential and values-driven employee journey – a crucial factor in connecting with Generation Z. The goal: to foster workplaces that drive efficiency while enhancing quality of life.

14:55 - 15:10 What Makes a Great Employee Stay? Spoiler: It's Not (Only) About the Salary

Speaker:

József Budai, Managing Director, OTP Pénztárak

15:10 - 15:45 Motivation + Experience = Engaged Employees

Moderator: Judit Szabolcs, Founder, StudyConsult

Conversation participants:

Péter Laduver, Co-Founder, TudásHíd alapítvány

Enikő Szalai, Deputy Chief Human Resources Officer, Yettel Magyarország

15:45 - 16:00 You Are Not a Receptionist - So Why Are You Doing It?

Speakers:

Marcell Buru, Sales Executive, Staff House

Tibor Markó, Marketing Director, Staff House

16:00 - 16:10 Keynote Speech

Speaker:

Dr. Anna Toldy, President, Corporate Wellbeing Expert, Egészségesebb Munkahelyekért Egyesület, Work for Humans

16:10 - 16:40 Employee Wellbeing as an Economic Factor - The Benefits of Mental Health and Wellbeing in the Workplace

Moderator: **Dr. Anna Toldy**, President, Corporate Wellbeing Expert, Egészségesebb Munkahelyekért Egyesület, Work for Humans Conversation participants:

Fruzsina Dénes, Partner, CEO, 5P Consulting Magyarország **Zoltán Zoboki**, Managing Director, Cewe Magyarország

Pezsgős koccintás