



29 NOV. 2023

THE WESTIN MUMBAI GARDEN CITY

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DECODING

BFSI's TALENT IMPERATIVE

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THE **EVOLUTION** IMPERATIVE

The advent of technological advancements, coupled with evolving customer expectations, has led to significant changes in the Indian BFSI Sector. One key trend has been the adoption of digital technologies to enhance customer engagement and streamline operations. The BFSI sector in India has witnessed a surge in online banking, mobile wallet services, and digital insurance platforms. This shift towards digitalisation has not only improved efficiency, but also opened new avenues for digital collaboration.

However, along with these opportunities come several challenges. The workforce in the BFSI sector must adapt to new skill requirements, including data analytics, artificial intelligence, and cybersecurity expertise. Continuous learning and upskilling have become crucial to stay relevant in this dynamic industry.





EMPLOYEE EXPERIENCE: A STRATEGIC DIFFERENTIATOR



This sector relies heavily on its workforce's expertise, customer service, and innovation. By fostering a favourable employee experience, organizations can attract and retain top talent, which is crucial in an industry that requires specialised digital skills. A purpose-driven employee experience directly correlates with improved customer experience as employees who feel valued, engaged, and empowered are more likely to provide exceptional service to customers.

Simply, creating a positive employee experience is not just a luxury, but a strategic imperative for the BFSI sector. It enhances talent attraction and retention, improves customer service, aids in compliance and adaptation, and fosters a healthier, more resilient workforce. Together, these contribute to the long-term success and sustainability of organizations in this highly competitive industry.

Building on the success of our flagship event, "**MOST PREFERRED WORKPLACE 2023-24**," we are excited to shift the focus squarely onto the BFSI sector in our upcoming initiative, "**MOST PREFERRED WORKPLACE 2022-23 BFSI EDITION**." This unique forum will convene HR leaders from BFSI companies to engage in discussions on the latest workplace trends, including best practices in talent acquisition, reskilling, and digital upskilling. Additionally, we will also delve into effective strategies for improving employee experience.

Furthermore, we will celebrate and honour standout BFSI companies that have achieved remarkable transformations in their business landscapes, resulting in employee experiences that are characterized by competence, significance, collaboration, and inspiration.



SHAPED BY IN-DEPTH RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide consumer study conducted by Lead Cap Ventures, with brands appraised on the following parameters:



Employee
Engagement



Digital
Dexterity



Skilling and
Upskilling



Competitive
Compensation



Empathy and
Supportive Leadership

WHY ATTEND?



Interact and network with human resource experts from BFSI sector



Learn newest workplace trends in the BFSI sector



Build your knowledge through power packed leadership sessions



Engage with industry peers



INDUSTRIES COVERED



Commercial Banks



Insurance Companies



Non-banking financial companies



Microfinance



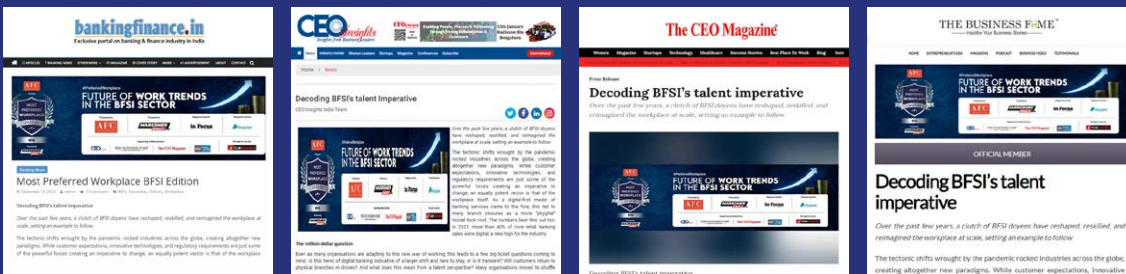
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KEY DISCUSSION POINTS

- ✔ Creating inclusive and collaborative work culture
- ✔ Bridging the digital talent gap
- ✔ Future of work trends in the BFSI sector
- ✔ Approaches to enhancing employee engagement
- ✔ Strategies to improve digital dexterity of the existing workforce

MEDIA COVERAGE 2023

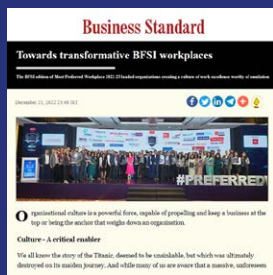
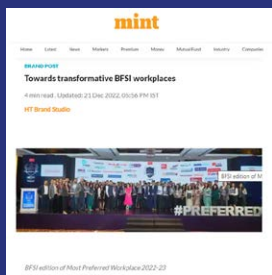
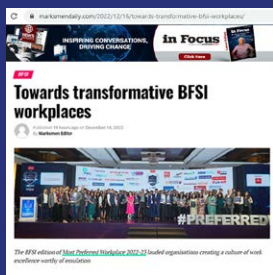
PRE-EVENT PRESS RELEASE



Televised on INDIA TODAY



POST-EVENT PRESS RELEASE



Industry Insights on INDIA TODAY



Few of the **ORGANISATIONS** that have raised the benchmark of **WORKPLACE EXCELLENCE**



& more...

GLIMPSES 2022



ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



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This initiative has been brought to you by Team Marksmen. We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.

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