

16th Philippines



Beyond Boundaries: Redefining Talent, Technology & Transformation in the GBS Era

**11 - 14 August 2026
Manila, Philippines | In-Person Event**

As the global business services (GBS) landscape evolves at breakneck speed, the Philippines stands at a critical inflection point. It's no longer enough to optimize — it's time to reimagine.

SSOW Philippines 2026 returns for its landmark 16th year to help GBS, shared services, and BPO leaders navigate this pivotal shift. With AI, automation, ESG, and workforce transformation reshaping the region's competitive edge, we're diving into what's next — and how you can lead it.

Join your peers and experts as we explore how to:

- Build future-ready, AI-enabled talent models
- Embed resilience and agility into your service operations
- Redefine GBS value beyond cost into innovation, sustainability, and growth

Whether you're scaling, transforming, or future-proofing your shared services, SSOW 2026 is your blueprint for what's next.

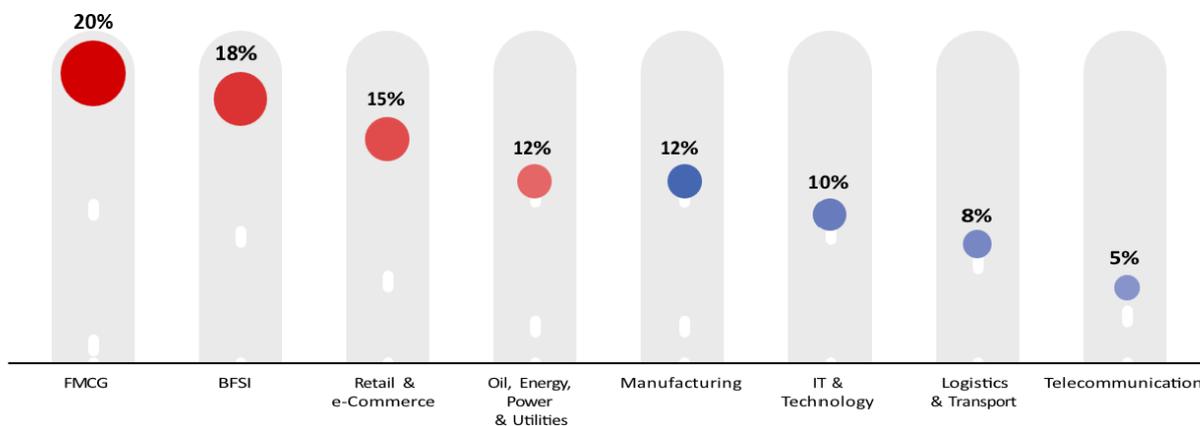
What Makes SSOW Philippines 2026 Unique?

- **16 Years of Excellence:** Longest running shared services forum in the region
- **20,000+ leaders:** Global reach through our renowned SSON Network
- **Top Industry Voices:** Hear and learn from actionable case studies and shared service expert practitioners
- **60% senior leaders** – Premium networking with a focused audience

Who Will Be There?



Breakdown by Industry:



Agenda at a Glance

NOT included with Main Conference Pass		NOT included with Main Conference Pass	
<i>Tuesday, 11 August 2026</i> Pre-Conference	<i>Wednesday, 12 August 2026</i> Main Conference Day 1	<i>Thursday, 13 August 2026</i> Main Conference Day 2	<i>Friday, 14 August 2026</i> Interactive Site Visit
<ul style="list-style-type: none"> • Pre-Conference Focus Day - GenAI, ESG & Data-Driven GBS 	<ul style="list-style-type: none"> • Cultivating Workforce Capabilities to Thrive in a Competitive Market • Adopting Agile Business Processes to Meet Market Realities • Interactive Discussion Groups: Dive Deep into Topics around: Finance, Process, CX and Data 	<ul style="list-style-type: none"> • Going Beyond the Traditional to Deliver Value and Innovation • Rethinking Tech Adoption for Better Outcomes • Talent Retention & Optimization • Interactive Discussion Groups: Dive Deep into Topics around Finance, Business, HR and Technology 	<ul style="list-style-type: none"> • Visit two of Philippines' leading shared service centers!

Conference Day One <i>Wednesday, 12 August 2026</i>		
08:15	Registration Opens	
08:50	Welcome Address by SSON	
09:00	Opening Remarks by Conference Chairperson	
Rewiring Talent and Leadership for the Next Phase of GBS Evolution		
09:10	Opening Keynote Panel The GBS Workforce Reimagined: Leadership, Learning and the Leap to Digital Fluency <ul style="list-style-type: none"> • Beyond upskilling: Building adaptive learning ecosystems • New leadership models for hybrid and GenAI-augmented teams • Reskilling strategies for next-gen global hubs 	
09:50	Industry Thought Leadership	
10:20	The GBS Leader as a Strategic Transformation Partner <ul style="list-style-type: none"> • Unlocking enterprise value through business-aligned GBS leadership • From function-specific to cross-enterprise leadership roles • Evolving success metrics for GBS in a business outcomes era 	
10:50	 Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.	
11:10	Morning Break & Refreshments	
11:40	Panel Discussion Redefining Career Paths in GBS: From Traditional Roles to Strategic Capabilities <ul style="list-style-type: none"> • Dynamic role design: Breaking away from legacy org charts • Cross-functional mobility as a retention strategy • Localizing global talent strategies for long-term GBS success 	
12:20	Building a Culture of Innovation <ul style="list-style-type: none"> • Leveraging senior talent to drive innovation • Creating safe zones for testing, failing, and scaling new ideas • Incentivizing ownership and intrapreneurship 	
12:50	Lunch & Networking Break	
<p style="text-align: center;">Interactive Discussion Groups (4 Topics & 2 Rotations @ 50-minutes each)</p> <p>Our IDGs allow you to zone in and focus on the topics that matter most to you. Structured to maximize audience interaction and participation, you get a chance to not only learn from your peers first-hand but share your challenges actively as well. There will be 2 rotations of 50 minutes each.</p>		
13:50	FINANCE TRANSFORMATION	PROCESS EXCELLENCE
	Next-Level P2P Automation and Beyond	Adapting Models to Economic Volatility
	DATA & ANALYTICS	CX AS A BUSINESS ENABLER
	AI-Powered Decision Intelligence	Designing GBS as the Experience Engine
15:30	Afternoon Break & Refreshments	
Embracing Agile Business Processes to Align with Market Realities		
16:00	Frugal Innovation: Doing More with Less through Process Optimization <ul style="list-style-type: none"> • Leaner teams, smarter tools: Lessons in efficiency • Removing redundancy and layering digital intelligence • How one SSC achieved 2X productivity with 40% less overhead 	
16:30	Future-Proofing SSCs: Simplification as the Path to Scalable Transformation <ul style="list-style-type: none"> • Leveraging agile and lean frameworks to outpace change • Reducing complexity in workflows, tech stacks, and reporting • Customizing change management by SSC maturity and function 	
17:00	Inside-Out Transformation: The SSC Playbook for Operational Reinvention <ul style="list-style-type: none"> • Frameworks for assessing maturity and impact • Embedding adaptability and experimentation in delivery teams • Positioning the SSC as a growth enabler, not cost center 	
17:30	Chairperson's Closing Remarks and End of Conference Day 1	

Conference Day Two <i>Thursday, 13 August 2026</i>									
08:15	Registration Opens								
08:50	Welcome Address by SSON								
09:00	Opening Remarks by Conference Chairperson								
Tech-Infused Services, Innovation and Human-Centric Optimization									
09:10	Panel Discussion Global Capability Centers of the Future: Can the Philippines Lead the Next Decade? <ul style="list-style-type: none"> Scaling innovation beyond Manila Moving from transactional to insight-driven delivery The 2030 vision for Philippine GBS 								
09:50	Industry Thought Leadership								
10:20	Location Strategy 2.0: How Regional Diversification Became a Talent Advantage <ul style="list-style-type: none"> Expanding into Cebu, Clark and Iloilo: lessons learned Non-Metro SSC strategies for talent attraction Cost-value matrix for decentralizing service delivery 								
10:50 	Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.								
11:10	Morning Break & Refreshments								
Rethinking Tech Adoption for Better Outcomes									
11:40	Panel Discussion AI-Enabled Shared Services: The Tech-Talent Equation <ul style="list-style-type: none"> How to operationalize GenAI inside the SSC Managing risks while boosting productivity From co-pilot to collaborator: positioning AI with people 								
12:20	The Human-Machine Partnership: Trust, Transition and Transformation <ul style="list-style-type: none"> Creating trust in automation through transparency Blending AI with high-touch talent strategies Real-world examples of successful human-machine synergy 								
12:50	Lunch & Networking Break								
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13:50	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; background-color: #e6e6fa;">BUSINESS EXCELLENCE</td> <td style="text-align: center; background-color: #e6e6fa;">HR TRANSFORMATION</td> </tr> <tr> <td style="text-align: center;">Outcome-Oriented Service Design</td> <td style="text-align: center;">Building the SSC People Experience</td> </tr> <tr> <td style="text-align: center; background-color: #e6e6fa;">TECHNOLOGY EVOLUTION</td> <td style="text-align: center; background-color: #e6e6fa;">LEADERSHIP CULTURE</td> </tr> <tr> <td style="text-align: center;">GenAI Governance and Use Cases</td> <td style="text-align: center;">Enabling Middle Managers to Drive Change</td> </tr> </table>	BUSINESS EXCELLENCE	HR TRANSFORMATION	Outcome-Oriented Service Design	Building the SSC People Experience	TECHNOLOGY EVOLUTION	LEADERSHIP CULTURE	GenAI Governance and Use Cases	Enabling Middle Managers to Drive Change
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15:30	Afternoon Break & Refreshments								
Talent Retention & Optimization									
16:00	Talent Stickiness: HR Strategies for Retaining GBS Talent Post-Pandemic <ul style="list-style-type: none"> Shaping “moments that matter” in employee journeys Personalization, not policies: The new HR model Aligning EVP to Gen Z & millennial expectations 								
16:30	Creating Legendary Workplaces: Our Employer Brand Strategy <ul style="list-style-type: none"> Reinventing the employer value proposition Using data to drive cultural consistency across functions Award-winning initiatives to boost engagement 								
17:00	Chairperson’s Closing Remarks and End of Day 2								

Pre-Conference SSON FOCUS DAY: Unlocking GBS Potential through GenAI, ESG & Data-Driven Strategies <i>Tuesday, 11 August 2026</i>		Post-Conference SSON SITE VISIT DAY: Visit 2 of Manila’s Leading Shared Services and GBS Centers <i>Friday, 14 August 2026</i>	
10:00	Registration Opens	08:00	Registration at Event Venue
10:30	Welcome Address by SSON Network	08:15	Welcome Address by SSON Network
10:35	Opening Remarks by Chairperson	08:30	Drive to Site Visit Location #1
10:40	Building a GenAI-Enabled Shared Services Function: Lessons from the Frontlines <ul style="list-style-type: none"> Framework for integrating GenAI across finance, HR, procurement, and customer service Guardrails, governance, and ethics in AI deployment The skills and org design needed for AI-powered SSCs	09:00	Site Visit #1: To be Announced The Interactive Knowledge Visit will include: <ul style="list-style-type: none"> Corporate presentation from Senior Representative Interactive Q&A session Guided tour of the site’s operating premises
11:30	Panel Discussion Green GBS: Driving Sustainable Impact Through Shared Services <ul style="list-style-type: none"> ESG compliance to ESG intelligence: what’s the new role of GBS? Aligning sustainability with automation and reporting How shared services are tracking, reporting and acting on ESG goals 		
12:20	Networking Lunch Break	12:20	Networking Lunch Break
13:20	Data-Driven GBS: Maturing from Reporting to Predictive Insights <ul style="list-style-type: none"> Creating a data strategy that supports cross-functional goals Moving from reactive dashboards to forward-looking insights Building the analytics talent and culture needed to scale 	13:30	Site Visit #2: To be Announced The Interactive Knowledge Visit will include: <ul style="list-style-type: none"> Corporate presentation from Senior Representative Interactive Q&A session Guided tour of the site’s operating premises
14:00	Let’s Talk! Key Takeaways & Action Points We will break into working groups to discuss and deep dive into each topic. There will be one rotation after 30 minutes.		
	Roundtable A Designing Data Visualizations for Strategic Impact	Roundtable B Embedding Predictive Intelligence in Business Decisions	
15:20	Chairperson’s Closing Remarks and End of Pre-Conference Focus Day	16:00	End of Site Visit #2 and SSOW Philippines 2026