

Presented by



PAKISTAN SOCIETY OF HUMAN  
RESOURCE MANAGEMENT



# HR TALENT TUSSLE

Pakistan's Premier HR Knowledge Championship  
Where Excellence Meets Competition

**In Collaboration With:**

Academic & Venue Partner



Knowledge Partner





# WHAT IS HR TALENT TUSSLE?

## **Purpose**

To engage participants in an interactive way of learning about Human Resource Management. This championship is designed to test knowledge, encourage healthy competition, and create a platform for HR professionals to showcase their expertise while learning from their peers.

## **Target Audience**

This competition is specifically designed for HR professionals, practitioners, and enthusiasts who are passionate about human resource management and eager to test their knowledge in a competitive yet collaborative environment.

# OUR VISION

Foster a vibrant, cross-industry HR learning culture where companies challenge, inspire, and grow together — transforming knowledge into action through friendly competition and shared insights.

This initiative by **PSHRM** will turn HR into a **learning community**, not just a job function anymore.



# WHY THIS MATTERS?

01

## **Accelerate Collective Learning**

Create a shared space for HR professionals to exchange knowledge and learn from real-world scenarios across industries. This cross-pollination of ideas enriches the entire HR community.

02

## **Celebrate HR Excellence**

Recognize and reward HR teams who demonstrate exceptional knowledge and capabilities. Showcase the evolving role of HR as a driver of culture, compliance, and competitive advantage in organizations.

03

## **Gamify Professional Development**

Turn learning into a dynamic experience — fun, fast-paced, and memorable through leaderboards, instant scoring, and friendly competition. This approach makes professional development engaging and impactful.

04

## **Build a Community of Practice**

Create lasting connections between HR professionals across companies and industries. Spark conversations that lead to collaboration, benchmarking, and even co-creation of new HR solutions.

05

## **Spotlight Emerging Trends**

Stay ahead of the curve with challenges on cutting-edge topics like Diversity, Equity & Inclusion (DEI), remote work policies, AI in HR, mental health initiatives, and more.



# BENEFITS FOR PARTICIPANTS (HR TEAMS)



## Cross-Industry Benchmarking

Identify gaps, strengths, and areas for improvement by comparing your approach to common HR challenges with other organizations.



## Knowledge Enhancement

Deepen your understanding of critical HR domains including compliance, DEI, talent management, analytics, and emerging trends.



## Professional Development

Engage in continuous learning in a dynamic, competitive format that builds both confidence and competence among HR professionals.



## Networking & Collaboration

Connect with HR peers across industries, spark conversations that lead to partnerships, mentorships, and shared initiatives.



## Team Building & Engagement

Strengthen your internal HR team through shared goals, collaborative problem-solving, and the pride of representing your company on a public stage.



## Employer Branding

Showcase your company's commitment to HR excellence and learning. Position your HR team as thought leaders and innovators in the space.



## Innovation Catalyst

Discover new ideas and best practices from other teams. Apply fresh insights to improve your own HR strategies and programs.



# COMPETITION **FORMAT & METHODOLOGY**

**Overview:** The HR Talent Tussle is an MCQ-based competition conducted through a sophisticated online system that ensures fairness, transparency, and excitement throughout the event.

## **Simultaneous Display:**

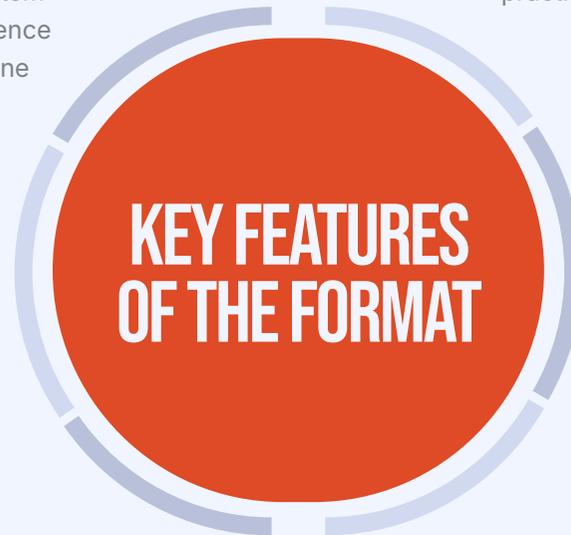
Questions appear on all participants' tablet devices (to be provided by PSHRM) at the same time through the system and are also displayed on the SMD screen for the audience to view, creating an immersive experience for everyone present.

## **Real-Time Scoring:**

Marks and correct answers are displayed instantly after each question, keeping the energy high and the competition transparent.

## **Live Leaderboard:**

Scores and rankings of the top 5-6 teams are announced periodically throughout the competition to build excitement and maintain competitive spirit.



## **Video-Based Questions:**

Some questions feature video scenarios to test practical application of HR knowledge, followed by the same MCQ answer format.

## **Judges Panel Oversight:**

A dedicated panel of judges ensures that all sections and scoring are administered fairly by working closely with the technical team.

## **Audience Engagement:**

While judges and technical panelists tabulate final results after all 5 rounds, the audience participates in interactive exercises and quiz questions with prizes.

# HR QUIZ STRUCTURE

Component	Detail
Number of Categories	5 HR Domains
Questions per Category	10 Questions
Answer Options	5 Choices (Multiple Choice)
Points per Question	10 Points
Total Questions	50 Questions
Maximum Score	500 Points

# 5 ROUNDS OF THE COMPETITION



## Round 1:

### HR Management Fundamentals

Philosophy and Broad Outlines: This category covers the foundational aspects of HRM including evolution of HR practices, strategic HR management principles, and core HR functions that every professional should master.



## Round 2:

### Employee and Industrial Relations

Workplace Relations and Engagement: Questions focus on managing employee relations, understanding labor laws, handling workplace conflicts, ensuring employee engagement, and maintaining positive industrial relations.



## Round 3:

### Organization Behavior and Development

Behavioral Dynamics and Change: This section explores individual and group behavior in organizations, motivation theories, organizational culture, change management, and leadership dynamics.



## Round 4:

### Contemporary & Emerging HR Trends

Latest Trends and Future of Work: Covers cutting-edge topics including AI in HR, remote and flexible work arrangements, gig economy, digital transformation in HR, diversity and inclusion, green HRM, and crisis management.

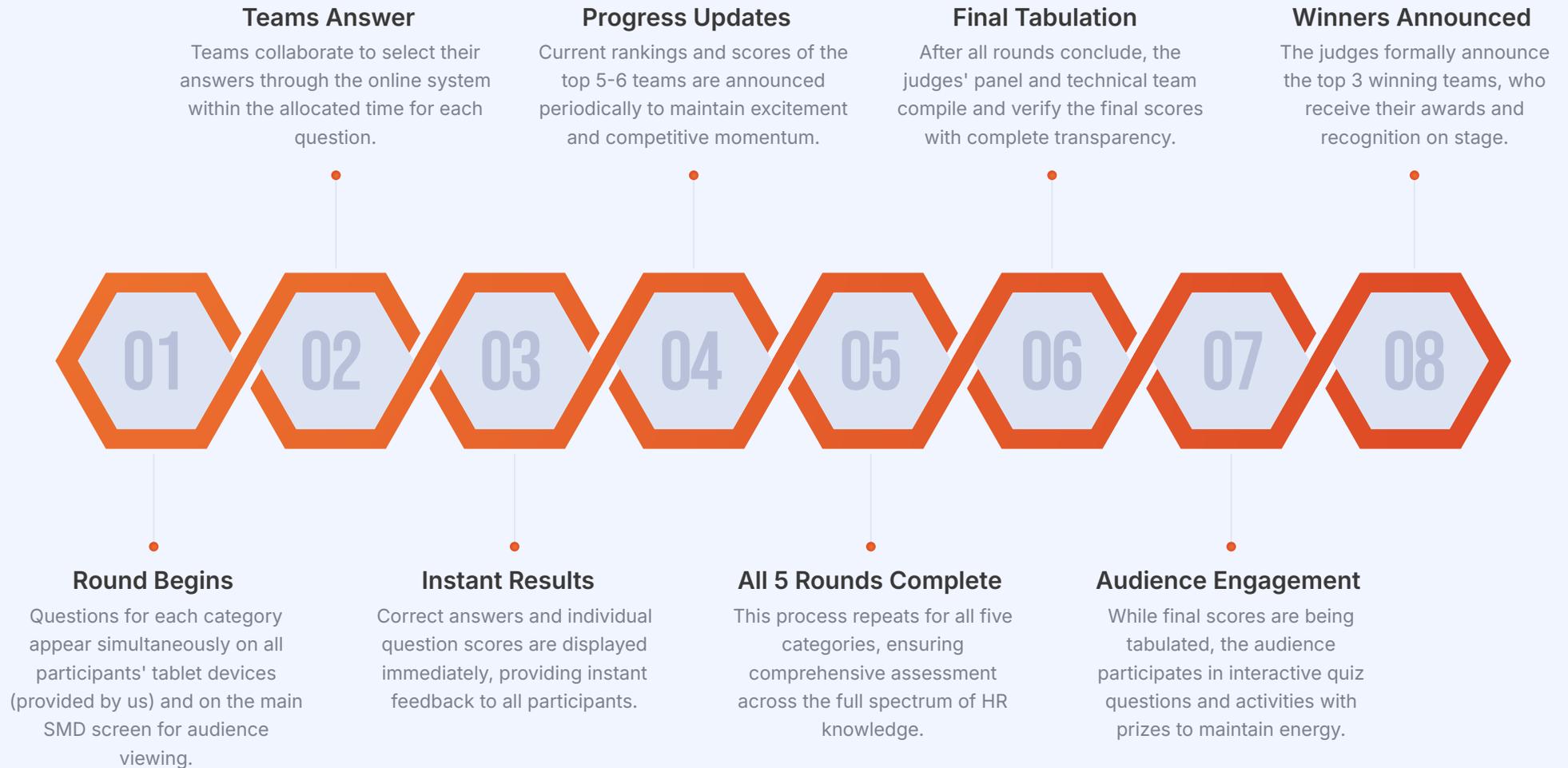


## Round 5:

### Current Affairs and Sports Knowledge

Global Events and Sports Knowledge: Tests awareness of current global and local political and economic affairs, as well as knowledge of major sports including Athletics, Cricket, Soccer, field hockey and others.

# HOW THE COMPETITION WORKS - STEP BY STEP



# ELIGIBILITY CRITERIA



## Team Size

Only 3 members  
allowed



## Teams per Organization

Maximum of 2 teams  
allowed



## Experience Level

Up to 10 years of  
HR experience



# REGISTRATION DETAILS

Registration Fee

**PKR 150,000**

per team (inclusive of all taxes)

## What's Included in Registration

- Official entry for 3 team members into the competition.
- Access to all 5 competition rounds and categories.
- Individual certificates of participation for all team members.
- Networking opportunities with HR professionals.
- Refreshments and meals during the event.
- Event materials and resources.

# AWARDS & RECOGNITION

**For All Participants:** Certificate of participation will be given to all individuals participating in the competition, recognizing their commitment to professional development and HR excellence.

**1ST  
RUNNER UP**

Prize & Trophy

**WINNER**

Prize & Trophy

**2ND  
RUNNER UP**

Prize & Trophy

# EVENT DETAILS



**Date:**

April 8, 2026



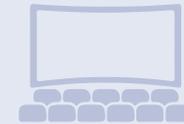
**Time:**

2:00 PM to 5:30 PM  
(PST)



**Location:**

IBA City Campus,  
Karachi



**Venue:**

JS Auditorium

# SPONSORSHIP OPPORTUNITIES

We invite organizations to partner with us in making this premier HR event a success.

Platinum (Only 1 Slot)	Gold (2 Slots)	Silver (3 Slots)	Bronze (4 Slots)
<p><b>Company Logo:</b> Main Stage Media Wall (6 placements) Event Invite Event Standee LinkedIn Live Broadcast</p>	<p><b>Company Logo:</b> Main Stage Media Wall (4 placements) Event Invite Event Standee LinkedIn Live Broadcast</p>	<p><b>Company Logo:</b> Main Stage Media Wall (3 placements) Event Invite Event Standee LinkedIn Live Broadcast</p>	<p><b>Company Logo:</b> Main Stage Media Wall (2 placements) Event Invite Event Standee LinkedIn Live Broadcast</p>
<p><b>Exclusive Announcement:</b> Social Media (LinkedIn)</p>			
<p><b>Special Brand Mention:</b> By Event Host President of PSHRM</p>			
<p><b>Company Booth:</b> 10×10 booth space with sofa seating + custom branding</p>	<p><b>Company Booth:</b> 8×8 booth space with chairs and table + custom branding</p>	<p><b>Event Passes:</b> 5x Passes to Attend the Event</p>	<p><b>Event Passes:</b> 3x Passes to Attend the Event</p>
<p><b>Event Passes:</b> 10x Passes to Attend the Event</p>	<p><b>Event Passes:</b> 7x Passes to Attend the Event</p>		
Investment: <b>PKR 1,500,000</b>	Investment: <b>PKR 1,000,000</b>	Investment: <b>PKR 750,000</b>	Investment: <b>PKR 500,000</b>

Each sponsorship tier offers unique branding and engagement opportunities.

**Contact us** for detailed sponsorship packages and benefits.

# SPONSORSHIP OPPORTUNITIES

We invite organizations to partner with us in making this premier HR event a success.

Giveaway Partner	Raffle Partner (1 Slot)	WiFi Partner (1 Slot)
<p>Opportunity for your company to promote its products and services to our audience through free giveaways. Note: All giveaway items must be approved from the organizers (PSHRM Board).</p>	<p>Raffle Draw with Company Branding and 3x Mobile Phone Giveaway Segment of 10min, during the Event Break.</p>	<p><b>Company Logo:</b> Main Stage Media Wall (1 placement) Event Invite Event Standee LinkedIn Live Broadcast</p>
<p><b>Company Logo:</b> Main Stage Media Wall (1 placement) Event Invite Event Standee LinkedIn Live Broadcast</p>	<p><b>Company Logo:</b> Main Stage Media Wall (1 placement) Event Invite Event Standee LinkedIn Live Broadcast</p>	<p><b>Exclusive Announcement:</b> Social Media (LinkedIn)</p>
<p><b>Exclusive Announcement:</b> Social Media (LinkedIn)</p>	<p><b>Exclusive Announcement:</b> Social Media (LinkedIn)</p>	<p><b>Special Brand Mention:</b> By Event Host</p>
<p><b>Special Brand Mention:</b> By Event Host</p>	<p><b>Special Brand Mention:</b> By Event Host</p>	<p><b>Event Passes:</b> 2x Passes to Attend the Event</p>
<p><b>Event Passes:</b> 3x Passes to Attend the Event</p>	<p><b>Event Passes:</b> 3x Passes to Attend the Event</p>	
<p>Investment: <b>PKR 200,000</b></p>	<p>Investment: <b>PKR 300,000</b></p>	<p>Investment: <b>PKR 200,000</b></p>

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# PSHRM BOARD MEMBERS



**Jamal Nasir**

Chief Human Resources Officer  
at HBL



**Tazeen Shahid**

Chief People Officer at  
Jazz



**Hasan Adnan Ahmed**

Co-Founder at ElevareX Consulting



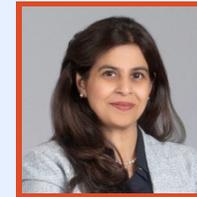
**Rizwan Dalia**

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Chief Human Resources Officer  
at HugoBank



**Himra Mursil**

Chief People Officer at  
Lucky Core Industries



**Shahrukh Masood**

Chief People Officer at  
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**Monis Mirza**

Head of Human Resources  
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Head of Human Resources at  
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**Naukhez Arslan**

Chief Experience Officer at  
TallyMarks Consulting



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PAKISTAN SOCIETY OF HUMAN  
RESOURCE MANAGEMENT

A light blue line-art sketch of a city skyline with various skyscrapers and buildings of different heights and styles.

**REGISTER YOUR  
HR TEAM TODAY**

Join Pakistan's Premier  
**HR Knowledge** Championship.  
Where **Excellence** Meets  
**Competition**

Contact us to register and participate:

 03362559233

 [sabina@pshrm.org](mailto:sabina@pshrm.org)