

**Attract Top Talent, Hyperscale Teams &   
Build Sustainable Cultures in Web3**

**19th February, 2025  
Online Conference**

***Web3 Wisdom: People & Talent*** is designed for People, Talent, HR and Recruiting professionals who are focused on tackling the unique challenges of attracting, developing, and retaining talent for fast-evolving and decentralised Web3 organisations.

Join us for expert presentations, engaging panels, and curated networking experiences, as we deep dive into sustainable team-building, culture alignment, remote management, and strategic recruitment in this one-of-a-kind industry.

**Speaking Opportunities**

To discuss the potential of presenting on one of the open sessions or joining a panel discussion on the agenda, please contact [jack.parker@superniche.events](mailto:jack.parker@superniche.events)

This event is hosted by Superniche Events Ltd

“It was great to have the opportunity to attend a conference **solely dedicated to the subject of crypto talent.** Not only that, the event itself was top notch and useful both for content and connections. **The smaller group concept really works.**”

Attendee, Blockchain People & Talent (North America Event)

**Agenda  
All Times in GMT**

9.00 **Welcome Networking**

9.25 **Opening Remarks**

9.30 **Case Study:** **Building Resilient Teams Amid Hypergrowth in Web3**

As Web3 companies expand rapidly, balancing growth with team stability is essential. This session delves into best practices for scaling teams sustainably, including how to manage resources effectively in volatile markets and create a supportive, growth-oriented culture. Learning outcomes include:

* Approaches to recruiting at scale without compromising quality
* Strategies for aligning rapid growth with company vision
* Best practices for fostering team resilience in fluctuating markets

Confirmed: Kasia Kowalska, Head of HR, **Keyrock**

10.00 **Case Study:** **Crafting the Web3 Employee Value Proposition to Attract Top Talent**

A strong value proposition is crucial for drawing talent from Web2 to Web3. This presentation will explore how Web3 companies can highlight the unique career development, cultural, and impact-driven opportunities in the space. Learning Outcomes include:

* Developing a compelling Web3-specific value proposition
* Understanding candidate motivations for transitioning from Web2
* Practical steps for differentiating your Web3 organisation in the talent market

Confirmed: Kristina Kuleshova, Head of People & Culture, **Magic Square**

10.30 **Panel Discussion: Navigating the Remote-First Reality in Web3**

* Is asking employees to return to the office beneficial or counterproductive?
* How can organisations balance flexibility with productivity?
* What strategies best support team cohesion in fully remote or hybrid models?

Confirmed: Nelson Lopez, Head of People & Culture, **1inch**

Confirmed: Ceri Power, Head of People, **Starknet Foundation**

Confirmed: Christian Slaney, Head of Talent Acquisition, **Biconomy**

Confirmed: Myriam Bouclier, Senior Manager, Talent Acquisition, **Kiln**

11.10 **Roundtable Networking: Attracting Talent & Managing Remotely**

Pick a breakout room and turn on your webcam to start brainstorming solutions in small groups to either of the below questions

* How are you attracting talent to Web3 from Web2?
* How are you overcoming the challenges associated with a remote workforce?

11.50 **Refreshment Break**

12.50 **Case Study:** **Developing Leadership Skills in Founders and New Managers**

Founders and senior management in Web3 often lack past management experience and may have limited soft skills. This session will explore strategies for People & Talent leads to foster leadership capabilities in such environments, including how to work around gaps in experience and leverage external resources when needed. Learning outcomes include:

* Identifying key soft skills and how to cultivate them within the team
* Practical frameworks for developing leadership in unseasoned managers
* How to work with founders to integrate people-first practices in leadership

1.20 **Case Study:** **Navigating Compensation Complexity in Web3**

Compensation in Web3 presents unique challenges, from balancing fiat and token-based pay to benchmarking niche roles and managing international variances. This session will examine strategies to create fair, competitive, and attractive compensation packages for Web3 professionals. Learning outcomes include:

* Approaches to balancing fiat and token-based pay structures
* Practical techniques for benchmarking salaries in a niche market
* Addressing cross-border considerations to maintain fairness and consistency

Confirmed: Antony Lias, VP People & Operations, **Parity Technologies**

1.50 **Panel Discussion: Scaling at the Right Speed – Long-Term Planning in Bull and Bear Markets**

* How can talent planning align effectively with shifting company goals?
* What strategies help ensure hiring aligns with market cycles and company growth?
* How can leaders foster proactive collaboration across functions?

Confirmed: Bawar Hamad, Director of People & Talent, **Sentient**

2.30 **Roundtable Networking: Developing Leaders & Designing Compensation**

* What is your experience working with founders and inexperienced managers – how do you develop them rapidly into the people leaders the team needs?
* How are you approaching the compensation challenge? Discuss how you benchmark, the role of tokens and how you amend for regions.

3.00 **Refreshment Break**

3.40 **Lightning Talk 1: Conducting Performance Reviews in a Way That Aligns with the Culture of Web3**

3.55 **Lightning Talk 2: Leveraging Niche Social Media Platforms to Source Technical Talent You Won't Find on LinkedIn**

Confirmed: Aleksandra Kedra, Senior Technical Sourcer, **Matter Labs**

4.10 **Panel Discussion: Enhancing the Candidate Experience in Web3 Recruitment**

* How can organisations keep candidates engaged and reduce dropouts?
* What are the best ways to ensure a positive experience for rejected applicants?
* How can a company build a strong reputation within the Web3 talent market?

Confirmed: Bawar Hamad, Director of People & Talent, **Sentient**

Confirmed: Ben Ross, Talent Partner, **MoonPay**

Confirmed: Stephane Mehmet, Global Talent Acquisition Manager, **Luno**

Confirmed: Marine Sully, People Ops & Talent Lead, **LI.FI**

4.50 **Roundtable Networking: Candidate Experience & Miscellaneous**

* What are the things you are proud of, and things you want to improve regarding your candidate experience?
* What other web3 people and talent challenges would you like to discuss that have not been raised at the conference?

5.20: **End of Conference**