



Full Agenda

Wednesday, May 9, 2018 (Pre-Con)

Registration & Breakfast

8:30 a.m. – 9:30 a.m.

Preconference Workshop (AM)

Growing Your Online Presence: How to Build Out Your Social Media Recruiting Strategy

9:30 a.m. – 12:30 p.m.

Job hunting is different today than it was 20 years ago. Today, it's less about money and more about the 'experience'. In a study done by Better Team, 59% of job seekers chose to accept an offer based on the company's social media presence. However, having a successful social media presence isn't as easy as it sounds. Many recruiters make the mistake of simply posting their job openings online and check off the 'social recruiting' box, but there's more to it than that.

There's more to social media than just promoting your message, it's a place to engage and interact with the community around you. This interactive workshop will give you the skills and strategies that you need to start building a social profile that has an impact on the community and your future employees.

Preconference Workshop (PM)

Interviewing Do's and Don'ts to Help You Avoid Legal Pitfalls, Identify Ideal Candidates, and Negotiate a Winning Offer

2:00 p.m. – 5:00 p.m.

You've just completed countless hours of sourcing and have some promising candidates in your deck. But it's not even close to over, now you must find out if the person matches the resume. The interview process can be just as grueling for recruiters as it is for candidates. You must make sure you are asking the right questions to find out who this person is and if they are the right fit for the job.

During this preconference workshop you'll learn what questions you can and cannot ask a candidate, get ideas for new ways to ask old interview questions, and participate in role-playing exercises so you can put successful strategies for negotiating the offer, including pay, in motion.

Thursday, May 10, 2018 (Day 1)

Registration & Breakfast

7:00 a.m. – 8:00 a.m.

Opening Remarks

8:00 a.m. – 8:05 a.m.

Opening Keynote:

If They Don't Trust You They Won't Give You the Time of Day: Steps to Unleash Your Influence and Engage Those Who Matter to You

8:05 a.m. – 9:05 a.m.

Presented by John Hall, Influence & Co.

It's vital to differentiate your brand within your space. John Hall, author of "Top of Mind," will discuss the ways you can naturally build trust with your audience, as well as the steps for ensuring that your influence is long lasting. After all, to attract the best talent in a competitive world, you need to do everything you can to be top of mind at the right moments.

General Session

Outlook on the 2025 Workplace: How to Attract the Next Generation of Talent by Effectively Attracting Millennials and Gen Z

9:15 a.m. – 10:15 a.m.

Millennials and Gen Z'ers have a reputation for being complicated and needy. Whether this is true or not, by the year 2025, Millennials will make up 55% of the workforce and Gen Z will have been in the workforce for nearly 7 years! Recruiters and talent acquisition teams need to be more in tune with how to attract and retain these key demographics. This session will give insight into the newest tactics for attracting millennials and Gen Z'ers to your company, keeping them, improving your employer brand, and increasing your employee referrals.

Exhibits Open

10:00 a.m.

Networking, Exhibits & Refreshment Break

10:15 a.m. – 10:30 a.m.

Intensive Workshop | How to Effectively Use Photos and Videos to Create Visual Job Postings with the 'Wow Factor' to Attract Talent

10:30 a.m. – 12:30 p.m.

Presented by Elena Valentine, Skill Scout, Inc.

Visualize your current job postings for a second. Are they long text documents listing the 20 or 30 beneficial traits or skills you want in a candidate? Maybe you've got a few paragraphs, some bullet points, and some required EEOC language. But, there's a better way! Learn a step-by-step process on how to bring your job post to the next level to attract talent in the competitive market! Using photos and video to upgrade your job postings, you can improve your company's image and entice qualified candidates who will be eager to work with you—and this intensive workshop will show you how.

Lunch

12:30 p.m. – 1:30 p.m.

Concurrent Sessions

1:30 p.m. – 2:30 p.m.

***Workshop* | The Rise of Remote—How to Attract, Retain, Engage, and Manage the Distributed Teleworkforce**

The war for talent has reached new heights. The economy is back up, there are jobs to be filled, but it seems as though there's no one around to fill them. The realization that hiring managers and talent acquisition teams need to come to is that the best talent may not be willing or able to come to their offices. Fortunately, with the advances in technology, the best talent potentially can be found anywhere in the world. This session will walk you through how to find, attract, retain, engage and manage a remote and distributed workforce.

Social Media and Mobile Recruiting: New Trends Every Employer Should be Leveraging

Presented by Lindsay Stanton, Digi-Me

With so much online clutter these days, it's a challenge to find top talent, and for hard-to-fill roles, it's nearly impossible. Social media is a cost-effective solution that not only gives your recruiters the potency to go viral, but also gives them the ability to target demographics such as location and industry focus. Video on social media has now overrun traditional static content, and worldwide marketing professionals agree that video is the type of content with the best ROI. Digital technology also offers the ability to track your efforts, so you know how and where to target your audience. HR can now see exactly where their job postings are receiving the most attention, and whether that attention is converting well into applications. With social media, mobile devices, video and tracking, you are no longer looking for a needle in a haystack. You have a bow and arrow that is aiming for bullseye.

Networking, Exhibits & Refreshments Break

2:30 p.m. – 2:50 p.m.

Concurrent Sessions

2:50 p.m. – 3:50 p.m.

***Workshop* | Experience is Everything: How to Treat Candidates Like Customers to Close the Deal**

"Candidate Experience"—two words that are ingrained into every recruiter's brain. But, if you really take a deep look into your organization's candidate experience, can you say with complete confidence you've made it the best you can? The individual aspects of candidate experience are really very simple but it's your take on them and how you make them work together that will bring it from a B to an A+! This session will show you how to develop a top-notch candidate experience model that will have the rock-stars knocking on your door.

Conflict vs. Collaboration: How to Smooth the Waters Between HR and Marketing

At first glance, you may think that the talent acquisition team only has to get along with the hiring managers. However, an intricate part of the hiring process comes from the marketing department. Unfortunately, all too often there is a standoff between marketing and recruiting. This session will show you how to work with marketing to make your job posting more effective, and to make sure it's seen by all great candidates.

General Session

Tech Talk: Case Study on How to Master Machines for Next-Level Recruiting

4:00 p.m. – 5:00 p.m.

Presented by: Matt Buckland, Workable

The latest technologies, such as machine learning can augment a recruiter's function. Understanding how this works is key for strategic HR professionals. It's also crucial for companies that want to remain at the cutting edge and maintain high performing, competitive, recruitment strategies.

Come and find out how Workable uses data science, machine learning, and NLP (neuro-linguistic programming) expertise to train the world's best recruiters. Machines can free up recruitment and HR teams to focus on the most important part of their jobs—people to people interactions—and this session will show you how.

Networking Reception

5:00 p.m. – 6:00 p.m.

Friday, May 11, 2018 (Day 2)

Registration & Breakfast

7:00 a.m. – 8:00 a.m.

Breakfast & Learn: Interactive Demo of Award-Winning BLR Solutions

7:15 a.m. – 7:30 a.m.

Opening Keynote: You DON'T Have an Engagement Issue, You Have a HIRING Problem

8:00 a.m. – 9:00 a.m.

Presented by Bob Kelleher, Employee Engagement Group

Companies and managers tend to hire based on education, experience, or skill, but they often overlook the more important behaviors and traits that define an organizational culture. The end result is often voluntary turnover and a disconnect between hiring systems and long-term employee engagement. Day 2 opens with Bob Kelleher, best-selling author and global speaker, revealing the importance of building your employer value proposition (EVP) by connecting your hiring practices to your culture. After all, engagement comes from hiring employees who will thrive in an organization's unique environment.

You'll learn:

- How best to link the organization's interview and selection process to your unique culture
- Steps to shift to a behavioral-based interview process that can yield tremendous results
- How to hire for your organization's culture

- The benefits of expanding key job competencies to include unique behaviors and traits that define the culture
- How to evaluate your current hiring practices to determine whether they're helping or hurting your chances of long-term employee engagement success

Concurrent Sessions

9:10 a.m. – 10:10 a.m.

Recruit Like a Private Investigator: Using Social Profiles and Other Tools to Track Down the Most Valuable Candidate Information

Have you ever been in a situation where you find a snippet of someone's profile on a job board or LinkedIn so think they're PERFECT for the job? You've found the elusive Purple Squirrel! But wait, their contact information is blacked out, or you need X-ray vision to see anything helpful on that LinkedIn profile—most likely because they are not actively looking for a new opportunity. This session will show you tools and strategies to finding the valuable information you need about a person armed with only a name and Internet access so you can actually make contact.

College Recruiting: Best Practices for Establishing Partnerships with University Career Services and Recruiting New Grads

Did you know that every spring your potential pool of candidates grows by 1.8 million people? Recent college graduates' eagerness to learn gives you the opportunity to help them develop into high-quality employees who are in it for the long haul. This session will help you design strategies to reach the best and brightest candidates just coming into the job market.

Networking, Exhibits & Refreshments Break

10:10 a.m. – 10:35 a.m.

Peer-to-Peer Roundtable Discussions

10:35 a.m. – 11:35 a.m.

RecruitCon 2018's Peer-to-Peer Roundtables give you the chance to network with other HR professionals and talent acquisition managers from similar industries and company sizes. You'll discuss topics of interest (to be determined at registration) and take part in substantive conversations with peers and leading industry experts serving as your roundtable facilitators.

Concurrent Sessions

11:45 a.m. – 12:45 p.m.

Workshop | Creating Compelling Candidate Communications to Double Your Candidate Email Response Rates

Presented by Angie Verros, Vaia Talent

Have you ever wondered why candidates ignore your emails? Why you send out over 100 emails a day to potential candidates only to get responses like, "Not interested" or "Take me off your list." And, that's not including the 95 (or so) percent of recipients who delete without reading at all. With higher demand and advances in technology, we've seemed to leave out the personal touch of recruiting. This session

will give you the hands-on practice you need to create compelling messages that get the types of responses you're looking for in the first place.

Candidate Poaching: When It's Smart—and Legal—and When to Steer Clear

By now we all know that the best candidates aren't necessarily "in the job market." In fact, only 12 percent are actively looking for a new job. However, according to a Talent Trends study by LinkedIn, 73 percent of your candidate pool is currently employed but open to hearing about new opportunities., You still must proceed with caution because most passive candidates are hard to get ahold of, and when you finally do make contact, you've got one chance to make your elevator pitch—and it had better be a good one. This session will discuss the do's and don'ts of candidate poaching and strategies for implementing this effective sourcing technique.

Lunch

12:45 p.m. – 1:45 p.m.

Concurrent Sessions

1:45 p.m. – 2:45 p.m.

Workshop | Employer Branding: 8 Secrets to Crafting a Powerful Company Message for Recruiting and Retention

Presented by James Ellis, Host of The Talent Cast

Employer branding is one of those hot topics that's been buzzing around for the last couple of years. And with good reason, especially at hiring is getting harder and harder. As with anything, however, a good brand message is only effective if people know about it. This workshop will teach you the latest technologies and social trends to spread word of your stellar employer brand to the right people.

Making Diversity a Top Priority: Why Hiring a Diverse Workforce Can Help Make Your Business and Teams More Successful—and How to Do It

American entrepreneur Malcolm Forbes once said, "Diversity [is the] art of thinking independently together." Businesses and teams are most successful when multiple ideas and strategies are brought to the table. As social pressures drive companies to create a more inclusive workforce, many companies set high expectations for diversity recruitment but fail due to execute it properly. From creating job postings that are strategically designed to attract a diverse pool of applicants to recognizing your personal unconscious biases, this session will guide you through best practices for creating a successful recruiting plan that addresses diversity and inclusion.

General Session

We're All in This Together: How to Win Over Your Hiring Managers

2:50 p.m. – 3:50 p.m.

Recruiting is all about relationships – your relationships with candidates and especially your relationships with your hiring managers, which can make or break your recruiting success. RecruitCon 2018 closes with an eye-opening look at how to earn your hiring managers' respect and successfully team up to create an open stream of communication that helps you change their perception of recruiters as "order takers" for their talent wish lists. You'll learn how to:

- Drill down to reveal what the hiring manager is really looking for in a candidate
- Work together to fill positions with smart communication tactics to get the job done

- Set deadlines to keep the hiring process going smoothly
- Help a hiring manager make a decision
- Work through interpersonal issues with a difficult hiring manager so you can meet your overall goals

Closing Remarks

3:50 p.m. – 3:55 p.m.

Conference Adjourns

3:55 p.m.