



MAY 13-15 | **DENVER, CO**

Pre-conference Workshops, Wednesday, May 13, 2020

Preconference Workshop Registration and Continental Breakfast

7:30 a.m. – 8:30 a.m.

Half Day Pre-conference Workshops

(AM Only) Recruitment Marketing Strategy Design + Build: How to Think—and Act—like a Marketer to Attract Talent and Effectively Measure and Adapt to Achieve Success

8:30 a.m. – 11:30 a.m.

Presented by: Emily Fritz, exaqueo and Adam Glassman, Cox

Recruiters are marketers, even though they might not think they are! Think about it: Your job is to convince passive jobseekers or active candidates why they want to work for your organization. And, you might have a great employment brand in the marketplace, but unless you can effectively and consistently market the message underlying that brand, you could be missing out on attracting and hiring the type of talent that will help the organization grow.

This Recruitment Marketing Strategy Build-Out preconference workshop is designed to teach you how to:

- Discover your audience
- Uncover your company's differentiators
- Design talking points and your "sales" pitch
- Address content (re)marketing through:
 - Social media
 - Email marketing
 - Employee stories
 - Retargeting ads
 - Knowing how (and where) to repurpose content
- Design effective branding campaigns
- Leverage individual branding – yours, and your brand ambassadors
- Manage job sponsorships
- Use data to measure your success
- And more!

(PM Only) DIY Video Recruitment Success: How to Conceptualize, Create Story Boards, and Shoot and Edit High-Quality Video Content to Attract Candidates

1:30 p.m. – 4:30 p.m.

Presented by: Abby Cheesman, Skill Scout



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If you had to boil down why someone would want to work for your company in just 30 seconds, could you do it? Let's face it: Nowadays, video can be a powerful tool for connecting with prospective candidates, but you only get one chance to make a memorable first impression with video. During this intensive workshop, you'll get hands-on tips from a professional video job ad producer on how to develop a storyline and "cut" your own recruitment videos. With the guidance of our video storytelling expert, you'll take your video recruitment skills to a whole new level! And, you'll leave this preconference workshop with a working video on a story angle of your choosing.

Day 1 of Main Conference, Thursday, May 14, 2020

Registration, Continental Breakfast, & Exhibits

7:00 a.m. – 7:55 a.m.

Welcome Remarks

7:55 a.m. – 8:00 a.m.

Opening Keynote | Recruiting Trends and Industry Outlook

8:00 a.m. – 9:00 a.m.

Presented by: Joe Essenfeld, iCIMS

Technology isn't just impacting our personal lives, it has and will continue to disrupt the professional space, too. RecruitCon 2020 kicks off with a look at emerging technological trends that are poised to influence and transform talent acquisition as we know it, uncovering what the potential impact will mean for forward-thinking organizations across the globe.

Recruiting Hacks

9:10 a.m. – 10:25 a.m.

In just 15 minutes, each Recruiting Hack is packed with actionable tips on how to make your life as a recruiter a whole lot easier.

#1 Sourcing Beyond the Job Boards and LinkedIn

9:10 a.m. – 9:45 a.m.

Presented by: Michael "Batman" Cohen, Wayne Technologies

According to a recent MRI Network *Recruiter Sentiment Study*, the top barriers to finding qualified talent are not having enough suitable candidates (63%), difficulty finding passive talent (34%), and too many unqualified junk resumes from job boards (23%). And, according to the JobVite Index, only 14% of candidates hired through job boards stay for 3 or more years. Recruiting agencies can



be expensive and getting buy-in on the adoption of tools that could help you is tough—any yet Facebook has nearly 5 times as many users as LinkedIn (2.4B vs. 575M), Github has 37M profiles vs. LinkedIn has about 31M (equivalent), and Instagram has 1B users. You can see every single LinkedIn profile (regardless of connection level) doing a Google or Bing search. So, the question is: What are you doing to break down those barriers to recruitment, save money, find better candidates (with better retention), and stay ahead of the curve of your competitors? This *Recruiting Hack* will provide tips, tricks, tools, and strategies that could give your company its next big recruiting “a-ha” moment.

#2 How to Turn Hiring Managers into All-Star TA Team Players

9:50 a.m. – 10:05 a.m.

Presented by: Katrina Kibben, Three Ears Media

If a hiring manager isn't “playing nice” and isn't acting like a member of your recruitment team, you've got a problem. But, fear not, this *Recruiting Hack* will teach you five ways to get your hiring managers to become all-star players on your talent acquisition team.

#3 Selling Candidates on Your Diversity and Inclusion (D&I) Pitch

10:10 a.m. – 10:25 a.m.

Presented by: Kate Johnson, Google

“We hire for diversity.” Oh really? What does that really mean to your organization? And how can you ensure that candidates you're trying to reach believe what you say? Relying on some stock photos and statistics to illustrate the diversity of your workforce and how inclusive it really is won't cut it. This *Recruiting Hack* will explain the cultural attributes truly diverse, inclusive workplaces share and give you tips on types of D&I-related initiatives to cultivate so you can make the strongest pitch possible to the candidates you want to reach.

Networking, Refreshments, & Exhibits Break

10:25 a.m. – 10:40 a.m.

General Session Workshop | Evaluating the Strength of Your Employment Brand Against Competitors and Measuring the ROI of Branding Campaigns

10:45 a.m. – 12:45 p.m.

Presented by: James Ellis, Universum and The Talent Cast

Get ready to roll up your sleeves and get to work during this intensive workshop, wherein you'll conduct research to evaluate the strength of your employment brand against your competitors.



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Our expert presenter, an employment brand guru, will walk you through how to:

- Set up your employment brand goals.
- Evaluate your employer ranking.
- Measure your brand awareness by practicing “social listening” to find out how current/former employees and customers may influence perceptions about your employment brand—i.e., what they are posting, tweeting, and otherwise saying on social media.
- Evaluate the quality of hire your employer branding campaigns are attracting.
- How to improve your employment branding strategy to support diversity and inclusion-based recruiting initiatives
- And much more!

Networking Lunch & Exhibits

12:45 p.m. – 1:45 p.m.

Breakout Sessions (Concurrent Tracks, Choose from Track A or B)

1:55 p.m. – 2:55 p.m.

Learning Lab Session A

Innovative Ways to Use Tech Tools to Reduce Time-to-Fill

Presented by: Michael “Batman” Cohen

This *Learning Lab* will provide actionable insight on technological advances, like chatbots and automation, that can decrease your time to fill and make your day-to-day life a whole lot easier. And, you’ll get tips on how to evaluate vendors and determine if what they’re promising will really boost your efficiency.

Learning Lab Session B

Transparent Recruiting: How to Avoid Bias and Discrimination Claims Stemming from Automated Screening Practices, Interview Questions, and More

Presented by: Phillip Maltin, Esq., Raines Feldman LLP

Some people claim that algorithms take the bias out of hiring. However, experts have concluded that even the most elegant algorithm can fail to anticipate skewed outcomes causing an unfair impact on a group, or groups, of people. Algorithms can, by design (though perhaps not by intent) weed out a class or classes of workers such as those protected under Title VII of the Civil Rights Act of 1964 (Title VII), the Age Discrimination in Employment Act (ADEA), the Americans with Disabilities Act (ADA), or other federal laws. The same is true of even the most well-intended job advertisements. This Learning Lab focuses on



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how to avoid lawsuits based on faulty algorithms, inelegant job advertisements, and unpolished job interviews.

This Learning Lab will provide valuable insights on how to:

- Minimize claims of illegal discrimination based on faulty automated applicant screening
- Appropriately phrase job postings to minimize the risk of liability under Title VII, the ADEA, the ADA, and other federal laws
- Spot the ways in which job interviews could create legal risks for your organization

Networking, Refreshments, & Exhibits Break

2:55 p.m. – 3:10p.m.

Breakout Sessions (Concurrent Tracks, Choose from Session A or B)

3:10 p.m. – 4:10 p.m.

Learning Lab Session A

'Don't Go Chasing Waterfalls': Get Agile and Get Hiring!

Presented by: Bryan Johanson, The Adler Group

You've written a job description and promoted the opportunity through what you believe are the appropriate advertising channels. You've gotten résumés, and you've screened those candidates accordingly. Then, you've invited the select few in for a round of tedious interviews and testing. Finally, when all is said and done, you've made an offer, and it's been accepted. Sounds OK, right? Well, while this "waterfall" approach to hiring is the norm, it's not the most effective way to hire. Think about it: You're investing so much time and resources into a candidate you've likely spent a few hours with. There's a better way, though, and this session is all about teaching you how to scrap the waterfall method of recruiting and dive into a more agile recruitment process.

You'll learn step by step how agility differs from the waterfall approach to recruiting and how to:

- Ask candidates the *right* questions to figure out who's serious about working for your organization (and who's applying without even reading the job description).
- Set up a system to evaluate several applicants at the same time by assigning them microtasks.
- Develop a seamless way to bring successful micro-taskers on board as full-time hires.
- Apply agile principles to develop an iterative process that will make your recruitment strategy easily adaptable to changing business needs.

Learning Lab Session B



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Why Your Job Posts Aren't Working and the 4-Step Formula for Changing That

Presented by: Katrina Kibben, Three Ears Media

Want to increase your job post engagement? Sure, who doesn't. But how? This hands-on *Learning Lab* will provide examples of why many job posts fall flat and what recruiters can do to give them a facelift, with the potential of doubling, or even tripling, engagement.

You'll learn how to:

- Recognize what works and what doesn't about your job posts and your competitors—including how to spot well-written, skills-related bullets to attract the right candidates.
- Research job titles and improve hiring manager intake.
- Apply a four-part structure to every job post—and replicate this formula for any other communications about the job, e.g., LinkedIn Inmail, e-mails, etc.).
- Hone your copywriting skills to improve response rates to your job post, including responses for those hard-to-find candidates and passive jobseekers from diverse backgrounds
- Measure the impact of your job postings.

Day 1 Closing Keynote | How to Turn Rejected Candidates into Allies

4:20 p.m. – 5:20 p.m.

Presented by: Chris Russell, RecTech Media

There is an art to rejecting candidates in a way that can make them an ally to your employment brand. Chris Russell of RecTech Media will detail the proper steps to take when rejecting your candidates. Even after being rejected for a role, a candidate can still impact your company, and this closing day 1 session will reveal 6 steps to turning them into allies by the way you reject them.

Networking Reception

5:20 p.m. – 6:20 p.m.

Day 2 of Main Conference, Friday, May 15, 2020

Continental Breakfast & Exhibits

7:00 a.m. – 8:00 a.m.

BLR Breakfast and Learn: Learn how HRHERO.com can help you achieve recruiting success!

7:30 a.m. – 7:45 a.m.

Opening Day 2 Keynote | Rocking the Pitch—Storytelling for Maximum Impact

8:00 a.m. – 9:00 a.m.



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Presented by: Abby Cheesman, Skill Scout

You don't get a lot of time to make that ever-important first impression, and you'd better have something really impactful to say in such a short amount of time. Otherwise you'll miss the opportunity to make an important connection with a candidate. Day 2 of RecruitCon 2020 kicks off with an inspiring look at how to use storytelling concepts to develop—and rock—your recruitment pitch with a succinct, simple, and relatable story to draw in the target audience(s) you want to reach most, regardless of the method you're using to communicate (e-mail, social media, face-to-face, etc.).

Recruiting Hacks

9:10 a.m. – 10:25 a.m.

In just 15 minutes, each *Recruiting Hack* provides actionable tips on how to make your life as a recruiter a whole lot easier.

#1 The Art of Salary Negotiation and Decision-Making

Presented by: Heather Khoury, The New York Times Company

Day 2's Recruiting Hacks kick off with a look at how to make your discussions about salary and other terms and conditions of employment go the way you want them to. You'll learn simple techniques for drilling down what's most important to each particular candidate so you can devise a plan for effectively selling your offer.

#2 How to increase ROI with Passive Job Seekers

Presented by: Eric Edelsberg, Culture Fit

Straight-up passive jobseekers are a thing of the past. Today's jobseekers can be divided up into 3 categories: the "non-starters" who 100% aren't leaving their current employer; the "I am not looking, but I am listening" bunch; and the "I will tell you I am passive, but I am active." This Recruiting Hack will shed valuable light on how to ask questions, listen, and find the pain points for the "looking/listening" and "passive but really active" jobseekers.

#3 Elevating the Candidate Experience Through Genuine Connection

Presented by: Ella Arroyo, Target

You want to attract the highest caliber of candidates. But, there are many hidden land mines in the candidate experience life cycle that could be turning those candidates off so they don't want to consider working for your company. This Recruiting Hack will shed light on the most common candidate experience gaffes of today to avoid at all costs.



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#4 Gen Z Is Fully Digital, But Should Your Recruitment Strategy Be?

Presented by: Nikao Hill, Wayne Technologies

Gen Z represents the first fully digital group of employees in the workforce. And, with an estimated 61 million Gen-Zs entering the workforce, now is the time to figure out what they want from you as a recruiter—and how you can give it to them. This no-nonsense Recruiting Hack will bring you up to speed on how to strike the optimal tech-human balance to connect and foster relationships with Gen Z candidates from a recruiter who will share preferences on how to approach Gen Z, their preferred mode of tech interaction, and what type of language and communication styles are most effective.

Networking, Refreshments, & Exhibits Break

10:25 a.m. – 10:40 a.m.

Breakout Sessions (Concurrent Tracks, Choose from Session A or B)

10:40 a.m. – 11:40 a.m.

Learning Lab Session A

Soft Skills Assessments and Hiring for Growth and Leadership Potential

Presented by Eric Frazer, Psy.D., Top Talent Psychology

If you're like most recruiters, you can often find yourself stuck with having to fill a specific job or jobs without having the qualified candidates you need to meet your goals. It's time to stop thinking about hiring those who traditionally "fit the bill" for an open requisition and time to start approaching recruiting from a different perspective: one that focuses on a candidate's potential for growth and his or her ability to be trained and pivot as needed to adapt to today's agile workplace.

This Learning Lab will deliver:

- The latest—and greatest—ways to identify candidates who can adapt easily to your organization's changing needs
- Examples of soft skills questions and assessments that can help you identify who's a good long-term match for your business, regardless of the role he or she has applied for
- Which "transferable skills" matter most and how to evaluate where each candidate falls on the rating scale for dependability, communication, organization, leadership, adaptability, and more
- The emotional intelligence markers "star" candidates possess—and how to tell which candidates have that special something
- Insights on how to identify uncommon—but highly sought-after—candidate strengths



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- And more!

Learning Lab Session B

E-Mail Drip Campaigns: How to Draft Compelling, Personalized, and Sincere Communications to Build Interest and Trust

Presented by Adriana Kevill and Emily Tanner, Recruitics

This *Learning Lab* will walk you through the steps of developing an effective e-mail drip campaign to attract talent.

You'll learn how to:

- Apply various types of outreach—from initial through final contact—and what you should be focused on at each stage of outreach (and why).
- Evaluate whether what you're doing for an e-mail drip campaign is working and how to tweak your messaging if you're not getting the results you want.
- Include key players on the e-mail chain (and when) and why this could make or break the connection you're trying to establish with a candidate.
- Follow the do's and don'ts of e-mail drip campaigns—from naming your subject lines to writing the call to action and everything in between!

Networking Lunch & Exhibits

11:40 a.m. – 12:40 p.m.

Breakout Sessions (Concurrent Tracks, Choose from Session A or B)

12:50 p.m. – 1:50 p.m.

Learning Lab Session A

Path-to-Hire Candidate Experience Data Sets: Ensuring an Accurate Depiction of What's Driving Quality Applicants to Your Company

Presented by: Andrew Gadomski, Aspen Analytics

This session will provide a road map for establishing a system for measuring your candidates' path to hiring so you can better evaluate what's driving them to apply and accept your offers. Plus, you'll get insight into whether your recruiting efforts have yielded better candidates in less time.

Learning Lab Session B

Tales from the Onboarding Crypt: Nightmares to Avoid and How to Build Dreamy Experiences to Inspire and Engage New Hires

Presented by: Kathi Enderes, Ph.D., Deloitte Consulting LLP



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You've closed the deal and the new hire starts on Monday. Fast forward to 2 months from now, and you're back in the same position, with a hiring manager breathing down your neck about the open slot you've got to fill. "What happened?" you ask. We'll tell you what happened! That new hire's onboarding experience was horrible, and she disengaged essentially right away and jumped ship the first chance she got. This scenario can play out many times over if your onboarding strategy isn't pristinely crafted and executed to foster engagement from day 1. This session has many tales from the hiring crypt to tell—with actionable points on what *not* to do if you want your new hires to succeed and thrive as valuable contributors at your organization.

Closing Keynote | Recruiting in Plain Sight: New Strategies for Making Up for Social Recruiting's Diminishing Returns

2:00 p.m. – 3:00 p.m.

Presented by: Brian Fink, RentPath

Over time, a large share of users on Facebook, Instagram, LinkedIn, and Twitter have stopped creating new content and updating profiles. Many of these users are also gradually shifting their content consumption from immediate friends to professional authors. That's a challenge all recruiters must now face. But, where there's challenge lies opportunity! This session will provide expert insight into how to overcome the challenge of changes in users' social recruiting behaviors and how to tap into hidden (in plain sight) resources your competition likely doesn't know about by leveraging sites like Instagram, Amazon, and AirBnB.

You'll learn how to:

- Identify alternative uses and resources available at scale to change your sourcing and social recruiting strategy
- Master finding candidates who once were super accessible on social media but seem to have "gone dark"—or have they?
- Scan the most trafficked websites to find talent hiding in plain sight
- Effectively use Tribe chats to reach the candidates you want to connect with
- Evaluate the impact the "mediatification" of social networks has on your long-term recruiting strategy
- Understand and take advantage of the explosion in podcasting services and video voice messaging that is filling more off-screen time

Wrap-Up Announcements & Conference Adjourns

3:00 p.m.

Agenda Subject to Change



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