



Earn up to 16.5 continuing education credits when you attend both pre-cons and the main conference!
16 speakers

Wednesday 5/8/19

AM Pre-Conference Workshop

Today's Top Legal Risks in Sourcing, Recruiting, and Hiring: How to Avoid Liability Stemming from Online Recruiting, ATS Algorithms and Protocols, and Other EEO-Related Traps

9:00 a.m. – 12:00 p.m.

Social media is quickly gaining popularity in the recruiting and sourcing world, giving recruiters access to a whole world of possible candidates. Having access to an unlimited number of candidates means you're going to need to screen them to make sure they are a fit for your organization. With this comes risks given the multitude of legal issues that could arise under federal employment laws, including Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act, the Americans with Disabilities.

Also, and other laws. Right now, many states ban employers from snooping on social, but how far do those laws really go to prevent you from searching online for information that can help you formulate a better picture of what a job candidate is all about? Then, there's the issue of avoiding direct or unconscious bias in recruitment, interviewing, and hiring, which also could spark discrimination claims under federal or state laws. There are several other equal employment opportunity (EEO) concerns, too. For instance, job advertisements could unlawfully seek to exclude protected classes of workers. And, your applicant tracking system (ATS), while designed for its efficiency, could spark major legal woes in the event you're subjected to a class action lawsuit alleging the data your ATS has collected isn't really relevant to the job you're seeking to fill. This workshop is designed to provide actionable insights into how your current practices are meeting or missing the legal mark with respect to the hottest legal issues impacting recruiting, sourcing and hiring today.

You'll learn how to:

- Ensure that your social media recruiting practices through LinkedIn, Facebook, and other channels don't spark legal risks
- Incorporate proper EEO language into job advertisements—and examples of wording never to use
- Recognize the top ways unconscious bias can permeate the recruitment and hiring decision-making process—and what you can do to ensure a bias-free applicant vetting and interviewing zone
- Evaluate whether your ATS is set up in a way that could make the organization particularly vulnerable to class action EEOC charges and lawsuits alleging EEO violations

- Anticipate the legal issues that may need to be addressed if a post-offer drug screen reveals marijuana or opioid usage

PM Pre-Conference Workshop

Sourcing Lab: Proven Tactics to Reach and Attract Off-Radar Candidates

1:30 – 4:30 p.m.

As recruiters and staffing professionals, you already know the ins and outs of job boards and LinkedIn. But, this session will take you beyond the basics and teach you the how to connect with the candidates who never answer emails or don't have a LinkedIn profile. During this engaging, hands-on sourcing lab you'll work with your peers to source for real job requisitions and leverage the productivity out of world class sourcing tools to get more sourcing out of every day.

Thursday 5/9/19 – Day 1

Breakfast 7:00 – 8:00 a.m.

Opening remarks

8:00-8:05 a.m.

Opening Keynote

8:05-9:05 a.m.

Topic: TBD

Breakout Sessions

Candidate Communication Checklist: How to Ramp Up Engagement and Combat Counter Offers

9:15-10:15 a.m.

Engagement isn't something that should begin when the hire is made and it's also not something that should stop once the offer letter is signed either. Candidate engagement and proper communication make all the difference when you're hunting purple squirrels. This session will help you focus on keeping the "human aspect" alive during the entire recruiting cycle, so your candidates feel wanted, welcome, and excited about their potential future with your organization.

You'll learn:

- Enhanced listening skills for finding out what really motivates your candidates
- Communication strategies and questions to ask to be sure you get the whole picture about a candidate's background, strengths, weaknesses, and what they're looking for
- Tips for utilizing texting during your candidate search
- How to predict and combat the dreaded counteroffer

The Great Recruiting Race: How to Increase Quality of Hires by Decreasing Time-to-Fill

9:15 – 10:15 a.m.

From a young age you're taught to look at every option carefully and take time to make the right decision. But when it comes to hiring, sometimes it's a race against the clock, especially if you are pursuing a highly sought-after candidate who likely has multiple offers on the table. This session will show you the benefits of speeding up the interviewing and hiring process and how it can lead to better quality employees. You'll learn how to communicate with hiring managers, instill a sense of urgency, and identify the factors that are slowing down your hiring process.

Networking & Refreshment Break

10:15-10:35 a.m.

Workshop

The Power of Storytelling: How to Design and Deliver Recruitment Messaging to Supercharge Your Hiring Strategy

Presented by Elena Valentine, Skill Scout, Inc. and Katrina Kibben, Three Ears Media

10:35 – 12:35 p.m.

It's no secret that storytelling has a profound effect on our lives. Good stories capture our attention and remain with us as the days and years go by. Marketers have long known the power that storytelling can have on consumer behavior so why shouldn't talent acquisition leaders and recruiters take advantage of this "super power"? This session will dive into the benefits of good storytelling and how it can help you attract candidates, keep them engaged, and seamlessly bring them onboard. During this hands-on workshop you'll work with conference peers under the guidance of storytelling experts to create an outline of your own recruitment story.

Lunch (Sponsorship Opportunity – VIP Roundtables)

12:35 – 1:35 p.m.

General Session

The Essential Roadmap to Building a Social Media Recruiting Program

1:35 – 2:35 p.m.

Social media is easily one of the fastest growing trends on the market and has so many uses. In fact, over 90% of companies use social media to recruit and hire new employees. Though social media platforms are useful in many recruitment processes, it takes more than posting a job opening on Facebook to have a successful social media recruiting program. This session will be filled with actionable information on how to establish and scale your social media recruiting strategy.

You'll learn:

How to select or validate the social channels

Apply a phased approach to your social program launch or expansion

Tips for creating content, as well as monitoring and engaging on social channels

How to analyze success—what you should be tracking

Networking & Refreshments Break

2:35 – 2:50 p.m.

Breakout Sessions

Hiring Veterans: How to Attract, Recruit, and Retain America's Finest

2:50 – 3:50 p.m.

Presented by: Evan Guzman, The MILBRAND PROJECT

There are a host of benefits that come with hiring military veterans. Their highly desired discipline, drive, and work ethic make them a great choice for your next hire or placement. But how do you attract them to your organization? Over 80% of companies *want* to hire and engage with veterans but lack a clear action plan for how to successfully do that. During this session you'll learn how hiring veterans and military spouses can improve your business' bottom line, creative ways to attract veterans, and how to build up your employer brand in military communities and beyond.

Don't Judge a Book (or Resume) by Its Cover: Why Hiring the B Candidate Could be Your Best Move Yet

2:50 – 3:50 p.m.

Everyone is on the hunt for the perfect candidate but in reality, that perfect candidate for your role may not have the perfect resume. Which brings us to this point: *You hire people not resumes*. This session will teach you how to read between the lines of a “not-so perfect” resume and identify stand-out qualities to keep those lackluster resumes from reaching the bottom of the recycling bin. You’ll learn how to identify and effectively interview the introverted candidate, the job-hopper, and the “scraper”—and turn B candidates into A+ hires.

General Session

Inclusion is the Key to a Diverse and Thriving Workplace: Powerful Programs for Recruiting Individuals with Disabilities

4:00 – 5:00 p.m.

Presented by: Kris Foss and Keith Meadows, Disability Solutions

The disability community is the largest single diversity group not only in the United States but the world. For decades, the messaging to and from the community of people with disabilities has been focused on charitable activities. But, now more than ever before, employers are recognizing the importance of disability recruiting- and hiring-based initiatives. As a result, companies that hire people with disabilities are realizing business outcomes with demonstrated success in positively moving the needle on time to fill, interview-to-hire ratio, and retention. During this session, you’ll learn what you can do to attract talented jobseekers with disabilities who can bring innovation and value to your workforce. With inclusion initiatives, you’ll soon realize why hiring individuals with disabilities is in your company’s best interest.

Friday 5/10/19 – Day 2

Breakfast 7:00 – 8:00 a.m.

BLR Breakfast & Learn 7:30-7:45 a.m.

Opening Keynote

8:00 – 9:00 a.m.

Topic TBD

General Session

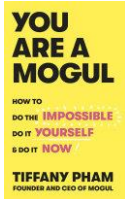
Hire by Audition: The Secret Weapon to Ensuring That Qualifications Translate from Paper to Performance

9:10 - 10:10 a.m.

Presented by: Tiffany Pham, Mogul

In the world of performance, actors, singers, dancers, and other stars of stage and screen need to nail their auditions to get their roles. So, why in our workplaces do we rely on an archaic interviewing process that doesn’t necessarily reveal the truth about whether a candidate’s behaviors and attributes align with business needs? Fortunately, blind and in-person talent auditions are a hot and growing trend. This session is designed to teach you how to design a job audition for a specific role you’ve come ready to work with. We’ll walk you through how to design the talent audition to measure candidates’ traits and skills against the job you’re sourcing to fill. Plus, we’ll cover:

Tips on how to structure your job auditions, including logistical considerations such as time, place, duration, and substance
Insight into when to use a blind vs. an in-person job audition, and the legal considerations to keep in mind for both
And more!



Our first 150 registrants will get a free copy of Tiffany Pham's book, *You Are a Mogul: How to Do the Impossible, Do It Yourself, and Do It Now!*

Networking & Refreshments Break
10:10 – 10:30 a.m.

Peer Roundtable Discussions

10:30 – 11:15 a.m.

Topics TBD

Hosts: Tiffany Pham, Elena Valentine, Katrina Kibben
(No credit)

Lunch (Sponsorship Opportunity: Lunch & Learn)
11:15 a.m. – 12:15 p.m.

Breakout Sessions

Recruiter or Fortune Teller: Enhance Your Recruiting Practice with Predictive Analytics

12:15 – 1:15 p.m.

According to the Brandon Hall Group, 43% of companies would benefit from the use of predictive analytics but only 25% actually utilize it. Predictive analytics not only increases the chance that you will make a better-quality hire; it also decreases the amount of time you'll need to spend sourcing the candidate. This session will dive into the benefits of analytics, which ones are best for your organization, and how use analytics to predict future hiring needs to avoid an understaffed organization.

Employment Brand Blast-Off: How to Create a Real and Virtual Fanbase that Promotes Your Recruitment Goals, Your Company's Message, and Your Mission

12:15 - 1:15p.m.

It takes a lot of time and resources to build a brand that you and your company can be proud of. But, what you may not realize is that some of your strongest resources are in your organization right now. Your employees—the ones who live your workplace culture every day and the ones who show up eager to make a difference—can be your company's strongest advocates. This session will teach you how you can cultivate a brand that others want to be a part of by tapping into to your existing talent pool. You'll learn the latest and most successful strategies for identifying and fostering your strongest brand ambassadors. And, give you real-life examples of how to utilize technology and social media to feed the conversation between your current and potential future employees.

General Session

The Future of Recruiting: Conversational Virtual Humans and Artificial Intelligence

1:25 – 2:25 p.m.

Presented by: Rick Thompson, Chief Marketing and Business Development Officer, HIA Technologies

It's no secret that AI has been improving the HR technology world via chatbots, resume screening and sourcing algorithms but, a significant breakthrough is emerging at the confluence of artificial intelligence, conversational science, digital animation and dynamic human behavior generation. This session will serve to educate the audience on the emerging trend of visual, conversational digital humans being developed to support the early stages of the recruiting process. Learn how intelligent, visual and conversational digital humans are being developed to support recruiters in interviewing more candidates, more quickly and at lowest cost, all while emulating a dynamic, real-time interview experience that is more scalable and interactive than video interviews.

After this session, you'll understand how these digital interviewers work, what value they bring to the HR organization, how they differ from chatbots and video interviews, and how they can score and rank candidates based on intelligent classification algorithms. You'll also have the opportunity to experience a live demo of an interview with a virtual human.

Closing remarks

2:25 - 2:30 p.m.