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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.

Presented by: Billy Hammel, Esq., Constangy, Brooks, Smith & Prophete, LLP

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.

The 10 Deadly Sins of Recruiting

Presented by Jeff Hyman, Recruit Rockstars

The sad reality of recruiting is that 50% of new hires don't work out. Pretty sad. But, it doesn't have to be that way. (And you can become a hero when you beat the odds.) Jeff Hyman, 4-time CEO & 25-year executive recruiter turned Kellogg School professor & bestselling author, has identified the 10 most crucial recruiting mistakes. They're sinful, yet most companies commit at least 5 of them every day.

In this session, you'll discover those mistakes and how to lead your organization to avoid them. This will improve your hiring accuracy, reduce turnover, and make you a Rockstar recruiter.

Breakout Sessions

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

9:15 – 10:15 a.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.

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

9:15-10:15 a.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.

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.

Presented by: Adriana Kevill and Michelle Sargent, KRT Marketing

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

Speed Of Hire Best Practices That Immediately Improve Quality Of Hire And Reduce The Loss Of In-Demand Candidates

2:50 – 3:50 p.m.

Presented by Dr. John Sullivan, John Sullivan & Associates

It's critical that you make your firm's hiring managers aware that during periods when talent competition is extremely high, "the magic bullet" of recruiting success is "speed of hire." This timely session will help attendees see the direct connection between faster hiring and an improvement in new-

hire quality. Attendees will learn the key economic benefits that make up the business case for fully resourcing speed hiring. Next, it will reveal each of the common speedbumps in the hiring funnel that unnecessarily delay hiring and the corporate best practices for minimizing each point of delay. It will even cover how simple additions like online interview scheduling and remote video interviews can by themselves reduce hiring time by up to 40%. And finally, participants will learn the most effective ways to “nudge” hiring managers so that they devote more time to recruiting. During and after this highly interactive session, well-known recruiting leader Dr. John Sullivan will ensure that every one of your questions is answered.

Recruiting and Empowering Women: A Panel Discussion with The Nation’s Top Female Recruiters
2:50 – 3:50 p.m.

In 2018, the number of female chief executives declined 25% according to Fortune’s 500 List. The number, which was 32 in 2017, is now at 24. This decline is attributed to women in top positions retiring or changing companies and when they leave there are less women in the pipeline to take their place. This panel, assembled of powerful and successful women in the recruiting industry will discuss how talent acquisition and recruiting professionals can help reverse this declining trend. They’ll cover topics such as:

- The decline of women in management positions, why it happens and how to overcome it
- The “glass cliff” phenomenon
- Retention levels of women in the workforce
- Company characteristics that women value the most
- How to boost your own career as a woman in recruiting

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 also in the world. For decades, the messaging to and from the community of people with disabilities has been focused on charitable activities. However, 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

Are you a Shark or a Goldfish?

8:00 – 9:00 a.m.

Presented by Barb Bruno, Good as Gold Training, Inc.

Talent Acquisition is a sales process with the challenge of people on both sides of the sale. Posting and praying no longer works. Job board candidates are bombarded by recruiters and if you wait for resumes or CV's of top talent to hit your desk, it just doesn't happen in this candidate-drive market.

If you want to fill open requisitions faster and with top talent, learn to be more shark-like, proactively track talent down, be fearless and have a big appetite for success! Unfortunately, if you possess goldfish tendencies, you can lose your competitive edge and the top talent your hiring managers want to hire!

You'll learn:

- Seven tips to become more shark-like
- How to enhance your relationship with hiring managers
- A process to **triple** your candidate referrals
- Steps to make RecruitCon 2019 a life-changing event in your career!

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!

Networking & Refreshments Break

10:10 – 10:30 a.m.

General Session

Recruiting with Video Job Ads and Tracking Their Success

10:30 – 11:30 a.m.

Presented by: Lindsay Stanton, Digi-Me

Changes in HR technology are rapid and we work to keep up with new trends that are happening around us, at times overnight! Video is picking up speed as a major player in attracting top talent. Further, digital technology can measure the success of your video job ad promotions. By tracking data and metrics of video job ads, recruitment professionals can determine what sites they are getting the best traction including views, applies, by geographical location and time of day. Aggregators and other sites

have increased their pricing to post and refresh jobs. In fact, they are now charging businesses and staffing firms to scrape their job openings. As these changes occur during a competitive job market where talent is seemingly becoming scarce and recruitment professionals struggle to find innovative methods to reduce cost per hire, it is becoming even clearer that the use of video and promoting video job ads on social media while tracking your efforts are key with today's recruitment strategies. Particularly with high volume, evergreen and tough to fill roles. Learn more in this presentation with real-life case studies.

Lunch (Sponsorship Opportunity: Lunch & Learn)

11:30 a.m. – 12:30 p.m.

Breakout Sessions

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

12:30 – 1:30 p.m.

Presented by Barb Bruno, Good as Gold Training, Inc.

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 to identify hot buttons and what really motivates your candidates
- Communication strategies and questions to determine your candidates' background, strengths, weaknesses and what offer they will accept
- The importance of being both High Tech and High Touch
- How to predict and combat problem areas; the dreaded counter-offer, no show or offer turndown.

Amplify your Employer Brand - Engaging Your Fanbase to Achieve Recruitment Goals

12:30 - 1:30p.m.

Presented by Kristy Nittskoff, Talent-Savvy LLC

It takes a lot of time and resources to build an authentic brand that you and your company can be proud of. Who better to help shape that brand and carry that message than your employees? Easier said than done, you say? 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. You'll leave with 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

1:40– 2:40 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

2:40 - 2:45 p.m.