RecruitCon 2019: The Nation's Leading Talent Acquisition Solutions Event for Employers

Does your recruiting program have what it takes to beat out the competition for top talent? RecruitCon 2019 is traveling to Music City, and the Nashville agenda is jam-packed with technical hacks, intensive workshops, and inspiring talks to help talent acquisition, talent management, and HR professionals uncover new and emerging practices to streamline sourcing, recruiting, and hiring top talent.

OVERVIEW TAB:
When you attend this leading event, you will learn how to:

- Use easy, cost-effective, and highly successful technical hacks for conducting fruitful Boolean searches, optimizing job postings for favorable Google for Jobs display, and automating functions to boost your productivity and results
- Interview for emotional intelligence—the true marker of how good of a fit a candidate really is for the job, your culture, and your business as a whole
- Create and launch a winning employer branding campaign
- Successfully overcome talent shortages
- Design a world-class candidate experience to underscore your value proposition
- Recruit an empowered workforce of women
- Conduct effective job auditions
- Apply sourcing metrics to analyze the true return on your recruiting investments
- Produce video job ads to attract positive candidate attention and buy-in to what you have to offer
- And much more!

Who Should Attend?

- Talent acquisition managers
- Sourcing professionals
- HR managers/directors

Program Highlights:

- It's estimated that 30 percent of Google searches are job related, which means there are approximately 300 million job searches taking place on Google every month. Attend *Recruiting Hack* session **Google for Jobs: How to Win at its 'Candidate First' Game and Optimize Job Postings for Search** to learn tricks for ensuring your job board and career site listings are displayed prominently on Google. With the nation at an 18-year unemployment rate low (4%), your talent acquisition group needs to take advantage of every opportunity to reach candidates since your company's job opening demands may outpace your candidate supply. Attend the session **Overcoming Talent Shortages: 5 Places to Invest Resources for Optimal Results** for tips on getting ahead of the competition and boosting your candidate funnel.
- In 2018, the number of female chief executives declined 25% according to Fortune's 500 List. Learn strategies for reversing the trend and promoting job equality at the power panel discussion **Recruiting and Empowering Women.**
- Need an innovative way to get in front of candidates… one with an exponentially higher level of conversion than a job posting? Get hands-on instruction for creating dynamic, live-action recruiting content in the session **Lights…Camera…Film that Recruiting Video!**

<u>Pre-Conference Workshop</u>

Continental Breakfast/Preconference Registration
7:30-8:30 a.m.

(Full day) Leader as Coach: Leadership Development Master Class
8:30 a.m. – 4:30 p.m. (*lunch on your own from 12:00 – 1:00 p.m.*)
Presented by: TBD
This engaging, highly experiential course is designed for managers, leaders, and influencers who understand the necessity of superior coaching in today's business ecosystem where leadership development has become everyone's responsibility. The curriculum equips participants with immediately-usable skills they can use to cultivate collaborative talent development partnerships; engage in potent, performance-enhancing conversations; and create extraordinary engagement, alignment, productivity and innovation in their teams.

When you attend this action-packed workshop, you will:
- Be introduced to a proven, very practical coaching model that you can effectively use throughout your teams and organization.
- Learn how to initiate and guide high-quality coaching conversations using Bluepoint's Coaching Power Tools.
- Participate in real-life exercises that will allow you to hone your conversational coaching skills and receive direct feedback on your personal effectiveness.
- Understand how to apply the concepts of appreciation, constructive confrontation, and accountability to your own leadership practices.
- Create your own professional development plan that will map out your leadership trajectory and set ambitious but achievable goals.

- Take away valuable course materials, tools, and a copy of Gregg Thompson's popular book, The Master Coach.

(PM only)
Sourcing and Interviewing Do's and Don'ts to Help You Identify Ideal Candidates While Avoiding Legal Pitfalls
1:00 p.m. – 4:00 p.m.

Facebook currently provides a tool that allow companies to filter out certain demographics when advertising open jobs. For instance, *The New York Times* reported that Verizon, when recruiting for financial planning and analysis positions, recently ran a promotion targeting Facebook feeds for users between the ages of 25 and 36 who lived within a specified region. *The Times* reported that hundreds of millions of Facebook users, many of whom are likely over the age of 40, weren't aware the ad existed because it hadn't been delivered to them. The article noted, too, that companies like UPS, Target, and State Farm targeted their recruitment ads to particular age groups. And, Facebook ran similar career ads targeting workers between the ages of 25 and 60, but a Facebook representative told the news outlet that such ads weren't discriminatory.

But, do such practices run afoul to the Age Discrimination in Employment Act (ADEA)? Your company could be at considerable risk for high-priced jury verdicts and settlements in the event you're sued for these or other allegedly discriminatory sourcing practices. And, that's just the tip of the iceberg because there are a host of legal issues that could arise once you call in a candidate to interview. You must make sure that every candidate is given a fair and equal opportunity while steering clear of questions that overstep and violate job candidates' rights under the ADEA, the Americans with Disabilities Act (ADA), federal laws concerning equal pay and other applicable laws.

During this intensive workshop, you'll learn legal ways to source and interview job candidates, including what questions you can and cannot ask and which of your current sourcing practices may be exposing your company to legal risks. Plus, you'll have the opportunity to participate in role-playing exercises and conduct mock interviews to get hands-on training on the legal dos and don'ts of sourcing and interviewing.

Day 1 Main Conference, 11/14/19

Registration & Breakfast
7:00 a.m. to 7:55 a.m.

Opening Remarks
7:55 a.m. to 8:00 a.m.

Opening Keynote (To Be Announced Soon!)
8:00 a.m. to 9:00 a.m.

Recruiting Hacks
9:05 a.m. – 10:25 a.m.

#1. Boolean Recruiting: Operators for Active Sourcing Success
9:05 a.m. – 9:25 a.m.
Presented by: Chris Murdock and Judson Lancina, IQTalent Partners, Inc.
Proximity, parentheses, an asterisk, a plus, a minus—and don't forget "and" and "or."
And, what's the deal with those quotation marks? This *Recruiting Hack* will give you the
rundown on how to use Boolean searching techniques to engage in proactive sourcing to
identify highly- qualified, active candidates.

#2. Google for Jobs: How to Win at its 'Candidate First' Game and Optimize Job Postings for Search
9:30 a.m. – 9:45 a.m.
Presented by: Joel Cheesman, gSherpa
Longtime SEO expert Joel Cheesman, principal at gSherpa, believes optimizing for Google
is an essential recruitment advertising strategy, and has been for over a decade—and it's
no wonder why: It's estimated that 30 percent of Google searches are job-related, which
means there are approximately 300 million job searches taking place on Google every
month. The new challenge, however, is getting the most our of your job postings by
optimizing them for Google for Jobs, the search engine's latest foray into job search. In
this Recruiting Hack, Cheesman goes over a variety of tactics to make sure you come out
on top when job seekers use Google to find employment.

#3. Top Low-to-No Cost Tools for Building Your Own CRM
9:50 a.m. – 10:05 a.m.
Presented by: John Beck, IQTalent Partners, Inc
Repetitive tasks, such as sending follow-up emails to candidates, can—and should—in
many cases be automated. And, by developing your own CRM (candidate relationship
management system) using free technology-based tools, you can shave off previous time,
save money, and reap better results. This *Recruiting Hack* will teach you how to get
started with using Google products and App Script, along with some other low-to-no cost
APIs to make your day-to-day recruiting life better.

#4. Building The Campus Recruiting Machine
10:10 am. – 10:25 a.m.
Presented by: Patrick Casey, Wayfair
This Recruiting Hack will teach you how to create a competitive advantage by building a
lasting and effective campus recruitment program and strategy for techie/analytics-type
roles. And, you'll gain insights into how to apply the concepts covered to non-tech campus
recruiting strategies. Wayfair's campus recruitment manager has done all the heavy
lifting on how to design and manage a successful campus recruiting program and during
this talk he'll show you how you can do the same!

Networking, Refreshments & Exhibit Break
10:25 a.m. – 10:45 a.m.

Employer Branding on a Budget: Crafting an Impactful Campaign to Boost Recruitment Without Breaking the Bank
10:45 a.m. – 12:00 p.m.
Presented by: James Ellis, The Talent Cast
Hear from a seasoned employer brand and marketing expert on how to formulate and launch an employer branding campaign that your competitors will envy—all without adding budget or staff to do it!

Networking Lunch (Provided) & Exhibits
12:00 p.m. – 1:00 p.m.

Overcoming Talent Shortages: 5 Places to Invest Resources for Optimal Results
1:00 p.m. – 2:15 p.m.
Presented by: Elaine Orler, Talent Function
Times have changed in the job searching world. Ten years ago, candidates were lucky to land a job and companies could be picky with who they have hired. By 2014, the scale began to tip in the opposite direction. Now with more Boomers retiring, Millennials "job hopping," and an 18-year unemployment rate low (4%), your talent acquisition group needs to take advantage of every opportunity to reach candidates. Since your company's job opening demands may outpace your candidate supply, how can you, as a talent acquisition and recruiting leader possibly keep up with the influx of openings and employees' lack of loyalty to their current companies? During this session, you'll learn:
- The obstacles that could be getting in way of your search for qualified candidates—and the tools and technology that can help you overcome talent shortages
- The tools and technology that can help you overcome talent shortages
- 10 tips for increasing the top of your candidate funnel
- How creating a candidate experience affects your ability to hire the best talent
- Best practices for keeping your team on track and unified throughout the entire hiring process

Networking, Refreshments & Exhibit Break
2:15 p.m. – 2:30 p.m.

Getting Candidate Experience Right: Find and Fix Mistakes That Could Be Sabotaging Your Recruiting Efforts
2:30 p.m. – 3:45 p.m.
Presented by: TBD
In today's flourishing economy, jobseekers have the upper hand in many ways—and businesses need to adapt their approach to recruiting so that they can make the process as easy and impactful as possible. To succeed at recruiting, it's important to pay close attention to how candidates perceive your organization and what their experience is throughout the process. By

the end of this session, you'll have a road map for evaluating how your company's current recruiting practices are helping or hurting your goal of attracting talent that's not only right for a given job but is right for your business's culture, mission, and values. This session will cover:

- How to evaluate the strength of your organization's external-facing persona: What do you want to communicate—and how—to social media users, website visitors, etc.? And, what does your current persona really say about your company's value proposition, your culture, and your brand?
- How candidate personas can effectively be used to attract talent that aligns with your company's present and future needs
- The latest—and greatest—ways to create a candidate attraction strategy that's engaging, easy to use, and stands out to candidates
- How to walk through each step of your hiring process—from the application process to the offer or the rejection—to identify deficits that could be tanking your underlying recruiting strategy
- Examples of well-structured candidate journeys and the biggest mistakes to avoid when designing or revising your candidate attraction strategy
- How to bring your brand and strategy to life in all touchpoints of the candidate journey and ideas on how to break the mold and be innovative with candidate experiences
- Effective ways to coach your hiring managers and interviewers through their role in the candidate journey
- How to effectively use communication, coaching, and feedback loops to sustain solid connections with candidates

Live From RecruitCon, It's The Predictive Analytics Show!
4:00 p.m. – 5 p.m.
Presented by: Don Everett, Workforce Interactive
This interactive session will provide multiple examples of how recruiters can use predictive analytics to make better hiring decisions. In a game-show format, you'll be entertained while reviewing actual predictive analytic models that can improve operating performance for your business partners, including higher employee retention, lower turnover, and/or better risk mitigation. You'll discover tools and related techniques that enable insightful correlation of candidate and operational data for strategic decision support. Plus, you'll learn how to:

- Derive business metrics required to measure the achievement of the organization's strategic goals and objectives
- Source, interpret, and apply information from internal sources related to the organization's operations to contribute to the development of the organization's strategic plan
- Apply predictive models to help protect the organization from risk

Networking Reception
5:00 p.m. – 6:00 p.m.

Day 2 Main Conference, 11/15/19

Breakfast
7:00 a.m. – 8:00 a.m.

Breakfast & Learn
7:30 a.m. – 7:45 a.m.

Opening Keynote (To Be Announced Soon!)
8:00 a.m. – 9:00 a.m.

Recruiting Hacks
9:10 a.m.- 9:45 a.m.

> **#1. Disability Hiring**
> 9:10 – 9:25 a.m.

> **#2. TBD**
> 9:30 a.m.- 9:45 a.m.

Panel Discussion: Recruiting and Empowering Women: A Panel Discussion with The Nation's Top Female Recruiters
9:50 a.m. – 10:30 a.m.
In 2017, 32 percent of chief executives on Fortune's 500 list were women. In 2018, this percentage fell significantly to just 24 percent—a 25 percent drop overall. This decline is attributed to women in top positions retiring or changing companies—with fewer 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

Networking, Refreshment & Exhibit Break
10:30 a.m. – 10:45 a.m.

Sourcing Metrics: Effectively Measure Conversion Rates and Optimize KPIs to Track Your Success
10:45 a.m. – 11:45 a.m.
Presented by: Andrew Gadomski, Aspen Analytics
How wide of a net should you cast when source candidates? And, how can you be sure that the ways in which you source are yielding favorable results—that is, connecting you with the right types of candidates for your organization's talent pipeline both now and in the future? This session will outline what to measure and track and why. You'll learn:

- Why candidate pipeline speed is an important sourcing KPI metric to track
- Indicators that provide information about your pipeline quality
- How the interview-to-offer conversion rate factors into sourcing metrics
- And more!

Networking Lunch (Provided) & Exhibits
11:45 a.m. – 12:45 p.m.

Lights…Camera…Film that Recruiting Video!
12:45 p.m. – 1:45 p.m.
Presented by: Elena Valentine, Skill Scout, Inc.
Jobs are dynamic, but job postings are boring. The future of hiring is creating an experience that immerses candidates in what the job is like. Video and behind-the-scenes media are the tools to make this happen. Unfortunately, only 1% of job descriptions have visuals, despite the fact that video is slated to become the largest driver of internet traffic by 2020. So why not get ahead of it and use this trend to your advantage? During this hands-on session, Skill Scout's Elena Valentine will show you how to use video to communicate a powerful message that attracts attention and buy-in from qualified candidates. You'll learn the tricks of storyboarding, shooting, and editing video job ads that really work to create compelling recruitment video on any budget. We'll cover how to:
- Bring your job postings to life with photos and videos
- Create realistic job previews with your phone
- Integrate these practices into your current hiring system

Networking, Refreshment & Exhibit Break
1:45 p.m. – 2:00 p.m.

Closing Keynote: Talent for the Future of Business
2:00 p.m. – 3:00 p.m.

Wrap-up Announcements & Conference adjourns 3:00 p.m.
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Agenda subject to change.