



Second Annual
**Recruitment
Learning
Conference**

The Only "How To"
Conference in Recruiting

September 28 - 29, 2010

The Blackstone Renaissance Chicago Hotel

w: www.thelearningconference.com

p: 734-462-3980

e: clasalle@thelearningconference.com



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About us.....

What is the Recruitment Learning Conference About?

With the many recruiting conferences to pick from, how do you know which to attend? If you have ever asked yourself questions like: “How do I do that? Or “Where do I start?” or “What do I do first?”, then this conference is for you.

The Second Annual Recruitment Learning Conference is the only true “How To” Conference in Recruiting. This is the only conference created to deliver 12 practical “How To” sessions that provide you with the knowledge and skills today, that you can begin using tomorrow. These sessions will be taught by 12 different recruiting leaders representing large, well known organizations that have experienced the same issues you contend with daily.

How is the Recruitment Learning Conference Different?

The Recruitment Learning Conference was created as an educational venue where the industry's top talent acquisition and human resources professionals can share their knowledge. The Recruitment Learning Conference has 3 specific objectives:

- ***NO DISTRACTIONS***

Although there is a place and time for vendor sponsored conferences, no vendors will be participating in this conference. The Recruitment Learning Conference is strictly an educational event without the many distractions often associated with other conference venues. This event is intended to be interactive and conversational with a limited amount of attendees in order to enhance the quality of what you will receive.

- ***RELEVANT INFORMATION***

The topics addressed during the Recruitment Learning Conference represent today's current and most challenging issues that we face in the recruitment industry. There will be no tracks or other concurrent sessions and you will have the opportunity to speak directly with any of the 12 Speakers at the end of the conference. In addition, each attendee will receive a copy of every presentation.

- ***ACTIONABLE EDUCATION***

Each session has been developed to provide a "How To" solution to each issue, process, or strategy discussed. In particular, each session will address the following four points:

- Problem
- Solution
- Roadblocks
- Where to start tomorrow

Who should attend the Recruitment Learning Conference?

The conference is perfect for both recruitment practitioners and recruitment leaders that are responsible for Recruiting, Sourcing, Retention, Talent Acquisition, Talent Management and Succession Planning.

If you have any questions please feel free to contact Ken Cardenas, Business Development Officer, at 734-432-0997 or kcardenas@thelearningconference.com, or Christine LaSalle, Marketing Director, at 734-462-3980, or clasalle@thelearningconference.com

Featured Speakers



1. Diane Adams, EVP Human Resources; Allscripts

Celia Harper-Guerra, SVP Talent Acquisition & Development; Allscripts

How To Assess and Build a Magnetic Employer Brand

What do companies like Nike, Starbucks, Cisco Systems and Google have in common? When was the last time you spoke with someone who did not recognize one of these names? Generally when these brands come knocking on a candidate's door, the individual will at least listen to what is being offered. An organization's brand is a critical component to the success of any talent acquisition strategy. So where do you begin if you are not fortunate to have a brand that everyone knows by a swish or a brand that has turned into a verb (Google it!)? Learn the steps two industry veterans took to begin creating an

employment brand for a little known organization after leaving one of the most recognized brands in the US and abroad.

In this presentation, you will learn...

- the role branding plays in the success of every talent acquisition function
- how to understand what your employment brand is, and why
- the steps to develop a positive, enduring employment brand
- how to leverage your employment brand to attract and keep the best employees for your organization
- and more...



2. Phil Hendrickson, Leader Global Talent Sourcing Strategy; Starbucks

Tito Magobet, Research Manager; Bill & Melinda Gates Foundation

How To Create, Enable and Measure a Successful Sourcing Function

Are you looking at starting an internal sourcing function? Not sure how or where to begin, what tools to use, or how to leverage today's sourcing tools? Learn from two industry experts as they share the processes, techniques and methodologies they use in building an effective internal sourcing function by providing the right sourcing tools and platforms for line recruiters. Whether its passive talent pools, diversity pipelines, geo-coded job tweets, source-embedded and Facebook ad buys, or platforms to enable thorough source tracking from

prospect to hire, learn exactly how to approach these challenges.

In this presentation, you will learn...

- the specific steps to begin developing a comprehensive sourcing strategy for your business
- a project management approach to sourcing function development
- how to measure the effectiveness of your sourcing strategy in order to constantly improve results
- what to measure in order to determine source effectiveness
- and much more.....





3. Gerry Crispin, Principal and Co-Founder; CareerXroads

How To Improve Source of Hire Data Collection From a 1 Sigma Error Report to a Strategic Staffing Decision Tool

When you last generated a Source of Hire report from your very expensive ATS, how confident were you that it tells an accurate, reliable story about how your “talent supply chain” moves from lead to prospect to candidate? You don’t need to answer that question, but can you accurately map ‘pivotal’ positions from initial source (or combination of sources) to successfully retained and high performing employees? Do you want to?

In this presentation, you will learn...

- the detailed steps in developing a useful source of hire strategy
- where you are currently and where you go when the sources are constantly evolving
- how every firms’ success in investing wisely to scale these sources means a competitive advantage...or not
- and much more.....



4. Teresa Green, Sr. Director Recruitment; Capital One

How To Build a Diversity Recruitment Strategy

We all know it is critical to find the highest quality talent for our organizations. We also know that Diversity recruitment is on most employers’ minds. Diversity goes beyond race, age and gender to include ethnicity, nationality, culture, accent, sexual orientation, gender identity, religion, education, physical ability, age, demographics, philosophy and style. Needless to say, the best people come in all varieties! Learn the fundamentals that need to be put in place to ensure that diversity is part of your recruitment strategies.

In this presentation, you will learn...

- about the building blocks needed for an effective diversity recruitment strategy
- how to leverage relationships and partnerships
- the ideas, tools and techniques that can be quickly implemented
- to proactively seek out the best, most qualified talent from across the demographic spectrum
- and much more.....



5. Lee Ashton, VP International Human Resources & Global Talent Acquisition; Brown-Forman

How To Develop and Execute Aspirational Hiring Strategies

Do we want the best 'available' candidates, or the best candidates period? What is the benefit of fishing in the same limited pond of available candidates that your competition is fishing in? Isn't it time to create a sourcing and recruiting function that targets those organizations considered to have the "dream team" of employees in a specific function. Learn how a global organization is creating an internal functional "dream team" capable of direct recruiting, as well as how

they manage external vendor/partners in attainment of the same goals.

In this presentation, you will learn...

- how to identify sources of functional excellence for every position
- the steps necessary to build strong recruitment capabilities to direct source talent
- how to utilize progressive recruitment tools such as PC based video interviewing to enhance interviewing processes
- what metrics redesign is necessary to focus on Accuracy and Excellence of Hire
- and much more.....



6. Ed Davis, Managing Director, Strategic Staffing; United Airlines Kelly Penry, Director Corporate Recruiting; United Airlines

How To Apply Project Management Based Principals and Tools in Support of Strategic Staffing Initiatives

It could be 500 people for a greenfield expansion, 100 people for an ERP implementation, or 20 people for a new department or function, but when your executives call on you for a large-scale staffing initiative, it really is an opportunity for talent acquisition to drive business success. Generally, these types of initiatives come as a result of significant business change - new locations, new division, new products, systems implementations, mergers, etc. Are you

prepared to handle such high profile staffing initiatives? Where do you start? What tools will you use? This session will provide you with a project based approach to addressing these large scale staffing initiatives.

In this presentation, you will learn...

- project management based principals and how to apply them
- the 7 step approach to addressing and successfully completing large scale staffing projects
- what tools are available in support of strategic staffing initiatives
- and much more.....





7. Shawn Harter, Vice President Recruitment; Fifth Third Bank

How To Apply the Principles Learned from Johnny the Bagger to Create an Employment Destination of Choice

The story of Johnny the Bagger celebrates the incomparable power of customer service delivered from the heart. How did a young man with Down syndrome change the culture of an entire organization? How did Johnny's focus on personal responsibility generate customer loyalty, improve employee retention and strengthen employee moral? What can we learn from the story of Johnny the Bagger that will have significant impact on our recruiting organization, our entire organization, and the candidates we come in contact with? Transforming your organization to an employer of choice starts with an internal perspective. It begins with internally driving the great people that you have within to truly focus on what they do best and to make a difference every

single day, a difference in the way you are perceived by external candidates.

In this presentation, you will learn...

- the lessons learned from the story of Johnny the Bagger
- how to apply these lessons to your talent acquisition function
- how to internally make your Recruiting organization a destination of choice for Recruiting and HR Professionals
- how effective use of the Johnny Principles improves the candidate experience and your ability to attract and retain the right candidates
- how one Midwestern Financial Institution is beginning the implementation of the Johnny Principles
- and much more.....



8. Janet Manzullo, Vice President Talent Acquisition; Time Warner Cable

How To Develop and Implement Strategies that will Improve Candidate Experience and Process Efficiencies

When was the last time YOU were a candidate? Do you know what its like to be a candidate for a role at your company? Have you ever asked the Candidate what's important to THEM? Is the candidate experience important to your recruiting function? Is the candidate experience important to your organization?

In this presentation, you will learn...

- how and why a corporate recruiting team set out on an efficiency improvement project and implemented a "candidate focused" process

- how and why an organization created a candidate experience consistent with the customer experience their organization is known for
- specific steps that you can implement in large or small organizations that will lead to improved hiring experiences for the Candidates, Recruiters and Hiring Managers
- how to apply these candidate-focused strategies in ways that will improve efficiencies in your overall hiring process
- and much more.....



9. Erin Peterson, VP Global Talent Acquisition; Hewitt

How To Create a Successful Talent Acquisition Function on a Global Scale

To state the obvious, we're in a tenuous position. The art of balancing the delivery of ever-changing employee demand, cutting cost, keeping up with screaming-fast technology changes, fostering team morale without a crystal ball, and finding new ways to communicate with stake-holders is keeping us plenty challenged! Add in the challenges of recruiting in a truly global economy and we really began to wonder how we align our recruiting functions to keep up with the demands of the businesses we support. Learn the steps

one organization took to create a global staffing function by challenging the status quo.

In this presentation, you will learn...

- whether or not "Full Lifestyle" still make sense
- how to provide sourcing excellence on a global scale
- how to provide positive and consistent client and candidate experience regardless of the geographic borders you face
- and much more.....



10. Ramsey Sweis, President; Aqaba Technologies

How To Develop a REAL Web Strategy

In today's digital age of Facebook, LinkedIn, Twitter, Corporate Career Sites, Job Boards, and the like, where do you start? What is your web strategy? Do you actually have one? Unfortunately, most organizations jump into the world of Digital Media without a plan. This session will help you understand the digital media and marketing skills required along with the building blocks needed to create and deliver an effective online media strategy. Whether your business is people, products, or services, its time to create a real web strategy!

In this presentation, you will learn...

- that strategic analysis and the insight it provides is key to developing a competitive advantage
- how to conduct deep analysis, interpret industry facts and embrace actionable advice that results in real business success through the use of Digital Media
- how data will help marketers in building/selecting website, portals, e-commerce tool, and optimizing their search marketing tactics within the context of their overall media mix
- and much more.....



11. Robert Rigby-Hall, SVP & Chief HR Officer, LexisNexis Group

How To Create an On-Boarding and Orientation Process that will improve Candidate Assimilation and Increase Candidate Success Metrics

40% of executives hired at the senior level are pushed out, quit or fail within 18 months. Does your business view this as an acceptable failure rate? If not, then recruiters need to take more ownership of the on-boarding process. A comprehensive on-boarding program benefits both new hires and internal recruits and dramatically improves individual performance, job fit, and readiness.

In this presentation, you will learn...

- the importance of a comprehensive on-boarding program
- the practical steps in building an effective on-boarding program
- how to institutionalize your on-boarding program to ensure dramatic and direct benefits to your organization
- and much more.....



12. Stephen Lowisz, Author & Educator

How To Develop and Implement Metrics that Drive the RIGHT Recruiting Results

Metrics are important to understanding the success of any organization. Companies measure their revenue, profitability and market share on a regular basis to determine whether the decisions they make enhance or detract from the mission of the organization. In much the same way, recruitment metrics are used to determine the success of the talent acquisition function. The real question is what recruitment metrics measure the right indicators of success? Is Time to Fill more important than Quality of Hire? Do the metrics you use today drive the right behaviors?

In this presentation, you will learn...

- what recruiting metrics are and why they are important
- what are the traditional recruiting metrics and what do they really measure
- what are the pitfalls if we rely on these traditional recruiting metrics
- what behaviors do we want to create through the use of recruiting metrics
- how to begin measuring results that drive long term, positive impact within your organization
- and much more.....

Agenda at a Glance

September 28 - full day

- 7:30 a.m. Registration and Continental Breakfast
- 8:00 a.m. Stephen Lowisz, *President of The Learning Conference, Author & Educator*
Opening Remarks
- 8:15 a.m. Diane Adams, *EVP Human Resources, Allscripts*
Co-Presenter: Celia Harper-Guerra, *SVP Talent Acquisition & Development, Allscripts*
HOW TO Assess and Build a Magnetic Employer Brand
- 9:15 a.m. Phil Hendrickson, *Leader Global Talent Sourcing Strategy; Starbucks*
Co-Presenter: Tito Magobet, *Research Manager; Gates Foundation*
HOW TO Create, Enable and Measure a Successful Sourcing Function
- 10:15 a.m. 15 Minute Break
- 10:30 a.m. Gerry Crispin, *Principal and Co-Founder, CareerXroads*
HOW TO Improve Source of Hire Data Collection From a 1 Sigma Error Report to a Strategic Staffing Decision Tool
- 11:30 a.m. Teresa Green, *Sr. Director Recruitment, Capital One*
HOW TO Build a Diversity Recruitment Strategy
- 12:30 p.m. Lunch
- 1:30 p.m. Lee Ashton, *VP International Human Resources & Global Talent Acquisition, Brown-Forman*
HOW TO Develop and Execute Aspirational Hiring Strategies
- 2:30 p.m. Ed Davis, *Managing Director, Strategic Staffing; United Airlines*
Co-Presenter: Kelly Penry, *Director Corporate Recruiting, United Airlines*
HOW TO Apply Project Management Based Principals and Tools in Support of Strategic Staffing Initiatives
- 3:30 p.m. 15 Minute Break
- 3:45 p.m. Shawn Harter, *Vice President Recruitment, Fifth Third Bank*
HOW TO Apply the Principles Learned from Johnny the Bagger to Create an Employment Destination of Choice
- 4:45 p.m. Janet Manzullo, *Vice President Talent Acquisition, Time Warner Cable*
HOW TO Develop and Implement Strategies that will Improve the Candidate Experience
- 5:45 p.m. Session Concludes for Day #1
- 5:45 p.m. Cocktail and Hors' d'oeuvre Reception – 1 Hour

September 29 - half day

- 8:00 a.m. Continental Breakfast
- 8:30 a.m. Erin Peterson, *VP Global Talent Acquisition, Hewitt*
HOW TO Create a Successful Talent Acquisition Function on a Global Scale
- 9:30 a.m. Ramsey Sweis, *President, Aqaba Technologies*
HOW TO Develop a REAL Web Strategy
- 10:30 a.m. 15 Minute Break
- 10:45 a.m. Robert Rigby-Hall, *SVP & Chief HR Officer, LexisNexis Group*
HOW TO Create an On-Boarding and Orientation Process that will improve Candidate Assimilation and Increase Candidate Success Metrics
- 11:45 a.m. Steve Lowisz, *President of The Learning Conference, Author & Educator,*
HOW TO Develop and Implement Metrics that Drive the RIGHT Recruiting Results
- 12:45 p.m. Steve Lowisz, *President of The Learning Conference, Author & Educator*
Closing Remarks and Introduce Speakers Panel
- 1:30 p.m. All Speakers "Open Mic" Q & A Session
Sessions Conclude for Day #2
Conference Ends



Venue

The Second Annual
Recruitment Learning Conference
will be held at:

The Blackstone Renaissance
Chicago Hotel

Please make your discount reservation early.

Located at:
636 South Michigan Ave.
Chicago, IL 60605
Toll Free: 800.468.3571
Phone: 312.447.0955
Conference reservation code: quaquaa

If you have any problems or questions please feel free
to contact Christine LaSalle, Marketing Director, at
734.462.3980 or clasalle@thelearningconference.com



2009 Event Testimonials

If you attended the First Annual event again, we thank you for attending and we know that we will be seeing you for the Second Annual event, on September 28th and the 29th, 2010.

For you that could not join us, we would like to share some of the great comments that our Attendees gave to us that added to the success of this wonderful learning and educational experience.

Some of the Companies that were represented at the Conference were: Coca-Cola, Walgreens, Hyatt, Hewitt, Avery Dennison, ESPN, Sara Lee Corporation and many more.

“Wonderful Speakers with a lot of information to offer...looking forward to next year”

“The “How To” approach is very useful”

“Love the NO VENDOR model”

“Fantastic! “How To” – great information to put into play & great thought leadership”

“How To” is key – very much like the experiential aspect”

“The practical “How To” aspect is what attracted me to the Conference”

“Love the “How To” style – practical advice, more intimate group – I’m already looking forward to next year”

“Excellent – lots of great take-a-ways”

“Great Conference! Our Team really enjoyed it and found it to be very valuable”

“Thanks for a great Conference. We both got so much out of it. It was one of the best I have ever attended”

“Thank you for a wonderful learning experience. The binder containing all of the presentations will be very useful in my job”



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The Blackstone Renaissance Chicago Hotel

Five Easy Ways to Register



Online: www.thelearningconference.com



Email: clasalle@thelearningconference.com



Call: 734-462-3980



Fax: 734-432-6776



Mail: 35200 Schoolcraft Rd. • Livonia, MI 48150

Efficient Conference Cost: \$895 pp

Early Registration Cost: \$750 pp

(discount valid only on registrations received by August 20th, 2010)

For special group rates please contact Christine LaSalle, Marketing Director,
at 734.462.3980 or clasalle@thelearningconference.com