

SRSC



SOCIAL RECRUITING STRATEGIES CONFERENCE

DELIVERING REAL HOW-TO'S IN RECRUITING
INITIATIVES THAT INCREASE HIRING RESULTS

AUGUST 2-4
2017

Hotel Van Zandt
AUSTIN



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the activity. It means that this activity has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

**#SRSC
AUSTIN**
ATTENDEES WILL:

LEARN Tips for Improving Candidate Experience

ACCESS Practical Recruiting Tools to Use Today

TURN Passive Candidates Active

INCREASE Engagement – Candidates and Employees

MAKE SENSE of Recruitment Data

REGISTER BY JULY 7TH & SAVE \$200

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JUST GREAT CONTENT YOU CAN RELATE TO AND LEARN FROM.



**REGISTER BY
JULY 7TH &
SAVE \$200**

Recruiting isn't easy. With time to fill increasing from 48 days to an average of 52 days in just over 5 years* and the average amount U.S. Companies spend to fill an open position now on the rise* - recruiting in the current candidate-driven market has growing challenges. With increasing lengthy hiring practices and a shortage of qualified candidates, your job is more critical than ever. *(Source: Talent Acquisition Factbook 2015, Bersin by Deloitte, April 2015)

Social Recruiting Strategies Conference 2017 Austin (#SRSC) will offer best practices and lessons learned from industry leaders, recruiting gurus, and case studies of leading brands and organizations in how to recruit more effectively.

SRSC has grown to become the conference leader for recruiters and talent acquisition professionals across all industries - offering real actionable takeaways and how-to's in the latest in recruiting initiatives, platform strategies, employee engagement, employer branding, candidate experience and social sourcing. This year we have crafted an agenda full of 4 pre-conference trainings and 4 focused breakout session tracks to suit your learning goals.

The **three-day event, August 2-4th** in Austin will offer you an opportunity to mix and mingle with fellow attendees, speakers, and thought leaders for three days, discussing your experiences in how to effectively leverage social recruiting strategies to find the best candidates. SRSC is an approved provider of HR recertification credits and Professional Development Credits through both HRCI and SHRM.

We'll see you in August!

Thank you,

Kara M. Mignanelli

Kara Mignanelli
SVP of People & SRSC Event Director



SRSC is the perfect way to bridge the gap between TA and marketing.

- Vladimir Cabrera, Recruiting Specialist,
Zillow Group

I am no longer intimidated by Social Media. It's my partner. I learned a lot!! Most informative conference I've been to in my recruiting career.

- Lisa Gibello, The Creative Group

SRSC is by far one of the most informative conferences I've attended. The sessions were highly relevant to changing World of Talent Acquisition.

- Kasey Compton, Manager,
Talent Acquisition, Guitar Center

Progressive, analytical thought-provoking conference that caters to a lot of recruiter audiences.

- Angie Buccili, Recruiter at HMB

**SHARE 3 DAYS' WORTH OF
TAKEAWAYS WITH YOUR
COLLEAGUES.**



YOU'LL LEAVE WITH A LIST OF PRACTICAL IDEAS AND TAKEAWAYS SO YOU CAN **HIT THE GROUND RUNNING** ONCE YOU'RE BACK AT YOUR DESK.



TOP 10 BENEFITS OF ATTENDING:

- 1 Tips and Strategies for Employee Referrals
- 2 Target Your Ideal Candidates
- 3 Identify Best Practices for Achieving Recruiting Results
- 4 Optimize Mobile Recruiting Strategies and Maximize ROI
- 5 Effectively Recruit Passive Candidates
- 6 Tips and Tools for Improved Social Sourcing
- 7 Access Key Corporate Case Studies for Effective Branding
- 8 Learn how to Make the Most of LinkedIn, Twitter and Facebook
- 9 Measure Your Social Recruiting Success
- 10 Network with HR Pros and Industry thought leaders

WHO WILL ATTEND?

RECRUITERS

- Global Recruiting Directors
- Corporate Recruiters
- VP of Recruiting
- Agency Recruiters
- Recruiting Managers and Leads

TALENT ACQUISITION

- Senior HR Executives
- Chief Human Resources Officers (CHROs)
- Professionals in Human Resources (PHRs)
- Senior Professionals in Human Resources (SPHRs)
- Global Professionals in Human Resources (GPHRs)
- VP Strategy
- VP Engagement

SOURCING STAFF

- Senior Sourcers
- Sourcing Lead

MARKETING AND DIGITAL STRATEGISTS

- Social Recruiting Strategists
- Social Marketing Strategist
- Digital Media Strategists for Talent Acquisition

EMPLOYMENT BRANDING

- VP/SVP HR
- HR Directors/Managers
- Manager, Social Media & Employment Branding



MISSED A TALK? RECORDED TALKS AND SPEAKER PRESENTATIONS ARE AVAILABLE TO DOWNLOAD AND REVIEW AT YOUR LEISURE.



There is so much in the world of employer branding and recruitment marketing that my company is not doing, and I am so excited to come back and teach my colleagues about everything I've learned.

- Haley Sasser, Talent Acquisition at Ultimate Software



If you want to learn the most recent and innovative strategies for Social Recruiting... Attend SRSC!

-SRSC Dallas 2016 Attendee

YOU'VE PROBABLY BEEN TO A NUMBER OF CONFERENCES WHERE YOU'RE INUNDATED WITH PRODUCT PITCHES. NOT AT SRSC. **OUR SPEAKERS** ARE HERE TO TEACH YOU THE HOW-TO OF SOCIAL RECRUITING INITIATIVES THAT INCREASE HIRING RESULTS.



#SRSC AUSTIN SPEAKERS INCLUDE:



Andres Traslavina,
Director, Global Recruiting,
WHOLE FOODS MARKET



Jennifer Jones Newbill,
Senior Manager Global Candidate
Attraction, Engagement and Experience,
DELL



Carrie Corbin,
Head of Talent Programs - Employer Brand
& Diversity Recruiting,
AMERICAN AIRLINES



Craig Fisher,
Head of Marketing & Employer
Brand,
ALLEGIS GLOBAL SOLUTIONS



Tiffany Lee,
Talent Brand Manager,
HOMEAWAY.COM



Andrew Gadowski,
Founder,
ASPEN ADVISORS



Adriana Kevill,
KRT MARKETING



Audra Knight,
Recruitment Marketing
Strategist,
TENABLE NETWORK SECURITY



Lane Sutton,
Social Media, Global Talent
Acquisition Marketing,
THE WALT DISNEY COMPANY



Will Thomson,
BULLS EYE RECRUITING



Crystal Miller Lay,
CEO,
BRANDED STRATEGIES



Will Staney,
Founder & CEO,
**PROACTIVE TALENT
STRATEGIES**



Jo Weech,
Founder & President,
EXEMPLARY CONSULTANTS



Jared Nypen,
Director of Talent Acquisition,
GREAT CLIPS



Brooks Thomas,
Social Business Advisor,
Strategic Execution & Delivery,
SOUTHWEST AIRLINES



This was exactly what I needed. Many specific tips and real case studies that I can bring back to our recruiting teams and help them with the war for talent using social media and a strong employer brand.

- Gabriella Bruyere, New Global Talent Acquisition Lead, CGI

LEAVE WITH THE LATEST, MOST RELEVANT RECRUITING AND TECHNOLOGY TRENDS.



PRE-CONFERENCE TRAININGS Wednesday, August 2, 2017

Hands-on trainings will equip you with frameworks and templates you can integrate into your strategy. These intensive, classroom style trainings are a great way to dive into the most challenging topics around recruiting strategy, alongside your peers and with one-on-one time with training instructors.

9:00-10:00 Continental Breakfast and Social Recruiting Training Registration

10:00-12:00 **Social Recruiting Training - Morning Session A:**
Recruiting on a Budget: Boots on the Ground
Jo Weech, Founder & President, [Exemplary Consultants](#), @JoWeech

12:00 Luncheon

12:45-2:45 **Social Recruiting Training - Afternoon Session B:**
Recruiter Bootcamp: Search Strategies & Profile Development
Laura Stoker, Global Training, [AIRS](#), an ADP Company, @AIRSTraining

3:00-5:00 **Social Recruiting Training - Afternoon Session C:**
Content Development
Crystal Miller Lay, CEO, [Branded Strategies](#), @TheOneCrystal

5:00 Afternoon Trainings conclude

TALENT CONGRESS



9:00-4:00

Full-Day Training D: TALENT CONGRESS:

Data Analytics for Recruiting
Success

Andrew Gadomski, Founder,
[Aspen Advisors](#), @MyAspenAdvisor

CONFERENCE DAY ONE Thursday, August 3, 2017

8:20 **Welcome & Introduction by SRSC Emcee**
Allison Kruse, Senior Manager, Social Media and Talent Acquisition, Kforce, @AllisonAKruse

8:30 **#Tribes - The Foundation of Inspiring Social Content**
Andres Traslavina, Director of Global Recruiting, [Whole Foods Market](#), @traslavina

9:15 **A Roadmap to Building a Social Recruiting Program**
Adriana Kevill, Online & Social Media Strategy, [KRT Marketing](#), @krtweet @AdrianaK

10:00 **8 Things You Need to Know to Convert Passive Talent**
Tracey Parsons, Director of Recruitment Marketing Practice, [SmashFly](#), @tparsons @SmashFly

10:45 **Networking Break**

11:15 **Panel Discussion: Quantifying the Impact of Modern Recruiting Strategies**
Kyle Lagunas, Research Manager, Emerging Trends & Technologies -
Talent Acquisition & Staffing Services, [IDC](#), @KyleLagunas
Tiffany Lee, Talent Brand Manager, [HomeAway.com](#), @joixdevive @homeaway
Will Staney, Founder & CEO, [Proactive Talent Strategies](#), @willstaney @ProactiveTalent
David Schreiber, Director, Talent Acquisition Operations, [Condé Nast](#), @heyschreiber @CondeNast

12:15 **Networking Lunch**

Track A: Recruiting Strategies

1:00 **Implementing an Inbound Recruiting Strategy**
Lane Sutton, Social Media, Global Talent Acquisition Marketing,
[The Walt Disney Company](#), @LaneSutton
Audra Knight, Recruitment Marketing Strategist,
[Tenable Network Security](#), @media2knight @tenablecareers

1:45 **Networking Break**

2:00 **Putting Technology To Work For You: The 10 Best Social
Media Recruiting Tools**
Craig Fisher, Head of Employer Brand, [CA Technologies](#)

Track B: Ethical Social Recruiting

1:00 **The Association of Talent Acquisition Professionals
Working Session - Ethical Social Recruiting (Part I)**
Ben Gotkin, Executive Director,
[Association of Talent Acquisition Professionals \(ATAP\)](#),
@bengotkin @ATAPGlobal

2:00 **The Association of Talent Acquisition Professionals Working
Session - Ethical Social Recruiting (Part II)**
Ben Gotkin, Executive Director, [Association of Talent
Acquisition Professionals \(ATAP\)](#), @bengotkin @ATAPGlobal




I loved it. Met amazing people and had a lot of takeaways I'll implement here! The sessions were incredible and I gained some insight I'd never really considered in the past.

- Tiffany Harvey, Team Leader, Employment,
[Southwest Airlines](#)

#SRSC IS THE PLACE TO LEARN ABOUT EMERGING TOOLS, TECHNOLOGY, AND RECRUITING TRENDS TO KEEP YOUR TEAM AHEAD OF THE CURVE.



CONFERENCE DAY ONE Thursday, August 3, 2017 (continued)

- 3:00 **Networking Break**
- 3:15 **Sponsorship Showcase: Symphony Talent** [SYMPHONY TALENT]
[@SymphonyTalent_](#)
- 3:30 **Leveraging LinkedIn to Become a Better Talent Advisor**
Jim Schnyder, Sr. Manager, Global Talent Pipeline Team, [PepsiCo](#), [@jimschnyder](#) [@PepsiCo](#)
- 4:15 **Sponsorship Showcase: getTalent** 
[@gettalent](#)
- 4:30 **The Next Generation of Social Recruiting: Leveraging Your Brand's Personality for Social and Recruitment Marketing**
Susan Vitale, Chief Marketing Officer, [iCIMS](#)
- 5:15 **Networking Cocktail Reception**



The most well put together conference I have been to in years. All speakers and pre-senters were engaging and entertaining.

- John R. Hardesty, Director of Recruiters, Cogent Healthcare

CONFERENCE DAY TWO Friday, August 4, 2017

- 8:00 **Continental Breakfast**
- 8:30 **Your People are Your Voice - Leverage Employee Brand Advocates**
Jennifer Jones Newbill, Senior Manager Global Candidate Attraction, Engagement and Experience, [Dell](#), [@JenniferNAtDell](#) [@CareersatDell](#)
- 9:15 **The Future of Recruiting: What's Now, What's Next, & What Really Matters**
Gary Zukowski, Social Recruiting & Employer Branding Evangelist, [CareerArc](#), [@CareerArc](#) [@GaryZukowski](#)
- 10:00 **Morning Networking Break**
- 10:30 **Major Recruiter Mistakes and How to Fix Them**
Will Thomson, Founder, [Bulls Eye Recruiting](#), [@WillRecruits](#) [@BullsEyeRec](#)
- 11:15 **The Millennial Fit: Strategies for Helping Millennials Find the Right Job**
Dan Sines, CEO, [Traitify](#), [@DanSines](#) [@traitify](#)
- 12:00 **Networking Luncheon & Explore the Expo Floor**

Track C: Strategic Sourcing

- 1:00 **Social Sourcing Strategies for Increased Engagement**
Maren Hogan, Chief Marketing Brain, [Red Branch Media](#), [@marenhogan](#) [@RedBranch](#)
- 1:45 **Getting Your Unfair Share of Talent through Relationships**
Jared Nypen, Director of Talent Acquisition, [Great Clips](#), [@jarednypen](#) [@GreatClips](#)
- 2:30 **Networking Break & Contest Giveaways**
- 2:40 **SRSC Sponsor Passport Contest Giveaway**
- 2:45 **Engage Candidates More Effectively**
Brooks Thomas, Social Business Advisor, Strategic Execution & Delivery, [Southwest Airlines](#), [@southwestair](#)
- 3:30 **Social Recruiting - More than a Strategy**
Allison Kruse, Senior Manager, Social Media and Talent Acquisition, [Kforce](#), [@AllisonAKruse](#)
- 4:15 **#SRSC Adjourns**

Track D: Employer Branding & Recruitment Marketing

- 1:00 **EVP Research & Content Strategy Hacks for the Recruiter turned Marketer**
Chloé Rada, Employment Branding Lead, Talent Acquisition, [Sodexo](#), [@crada](#) [@SodexoCareers](#)
Lauryn Sargent, Co-founder and Partner, [Stories Incorporated](#), [@laurynsargent](#) [@Stories_Inc](#)
- 1:45 **Executive Buy-in for Recruitment Marketing**
Jennifer Newbill, Director Employment Brand, [Dell](#), [@JenniferNAtDell](#) [@CareersatDell](#)
Tiffany Lee, Global Talent Brand Manager, [HomeAway](#), [@joixdevive](#) [@homeaway](#)
Bryan Chaney, Talent Branding and Attraction Strategist, [Indeed](#), [@bryanchaney](#) [@InsideIndeed](#)

HANDS-ON WORKSHOPS WILL EQUIP YOU WITH FRAMEWORKS AND TEMPLATES YOU CAN INTEGRATE INTO YOUR STRATEGY.

SESSION DETAILS // PRE-CONFERENCE TRAININGS Wednesday, August 2, 2017

MORNING TRAINING SESSION A:

A

10:00 am - 12:00 pm

Recruiting on a Budget: Boots on the Ground

Come ready to be inspired and stimulated with new ideas and approaches to talent sleuthing in this highly interactive session! You will participate in leveraging some standard practices where you can add your own personal or industry touches and return to your office with encouragement and adaptable/implementable ideas. Yes! There will be door prizes!

Jo Weech, *Chief People Officer*, **Anthem Engineering**

AFTERNOON SESSION B:

SOCIAL RECRUITING TRAINING

B

12:45 pm - 2:45 pm

Recruiter Bootcamp: Search Strategies & Profile Development

Leveraging Social Media to locate and engage with top talent is crucial in today's competitive market. In order to extract relevant candidate information you need to have practical tools available in your sourcing arsenal. In this session recruiters will gain tips for branding on social media and leveraging user generated content to locate top talent. Participants are required to bring a laptop for an interactive session.

Laura Stoker, *Executive Director of Global Training*, **AIRS, an ADP Company**

AFTERNOON SESSION C:

SOCIAL RECRUITING TRAINING

C

3:00 pm - 5:00 pm

Content Development

Employee perspectives must validate the culture and keep your messaging aligned with the experience of working for your company. But there's a way to get those engaging stories and recruiting content to almost write themselves. Crystal will work with workshop participants to draft messages, evaluate the quality of the message and identify objectives and how to develop a content strategy. Through group activities, participants will gain hands on experience in effective content development and messaging.

Crystal Miller Lay, *CEO*, **Branded Strategies**

TALENT CONGRESS



9:00-4:00
FULL-DAY

FULL-DAY TRAINING D: TALENT CONGRESS

Data Analytics for Recruiting Success

PART I: (9:00 am - 12noon)

The first part will cover tracking outbound messaging and activity, and how to leverage that data to budget your outbound strategy, track its effectiveness and understand how engagement and satisfaction data can be used in your outbound messaging to increase your social recruiting results.


Part II (1:00 pm - 4:00 pm)

The second part will focus on how to hone in on tracking inbound prospects and applicants more accurately, understand costing of applicants and interviewees, and hires clearly, and link recruiting and sourcing efforts to business impact.

Attendees are encouraged to send in their current KPIs and metric tracking practice prior, as well as their 2017 / 2018 plans for improvement, as new KPIs and data analysis concepts will be introduced and created for each attendee in roundtable exercises.

The workshop is designed for senior level recruiting leaders who manage employment branding or recruiting teams or key management or business intelligence personnel who work with such leaders to present data regularly to business leaders.

Andrew Gadomski, *Founder*, **Aspen Advisors**

THESE INTENSIVE, CLASSROOM
STYLE WORKSHOPS ARE A
GREAT WAY TO DIVE INTO THE
MOST CHALLENGING TOPICS
AROUND RECRUITING STRATEGY,
ALONGSIDE YOUR PEERS AND
WITH **ONE-ON-ONE TIME WITH**
WORKSHOP INSTRUCTORS. 

OUR SPEAKER ROSTER IS DIVERSE - MEANING A PLETHORA OF IDEAS ACROSS INDUSTRIES THAT WILL MOTIVATE YOU TO THINK OUTSIDE THE BOX WHEN PLANNING YOUR OWN SOCIAL STRATEGY.



SESSION DETAILS // DAY ONE Thursday, August 3, 2017

8:20 am - 8:30 am

Welcome & Introduction by Conference Emcee Allison Kruse

Allison Kruse, *Senior Manager, Social Media and Talent Acquisition*, [Kforce](#)

8:30 am - 9:15 am

#Tribes - The Foundation of Inspiring Social Content

At #SRSC Austin this August, Andres Traslavina, Director of Global Recruiting at Whole Foods Market will discuss the foundation for social content. During his talk he will highlight key data points, tough lessons learned, and their ambitious ideas for the future. Learn how Whole Foods Market created and used media (video and graphics) as its more powerful social tool to showcase their employer brand. As Whole Foods Markets continues to grow and develops a new store concept, envision how a social channel can disrupt the traditional recruiting selection criteria.

Andres Traslavina, *Director of Global Recruiting*, [Whole Foods Market](#)

9:15 am - 10:00 am

A Roadmap to Building a Social Recruiting Program

Join us for this information filled session on how to establish and scale your social recruiting team and handle communication internally. Adriana will discuss relationships with Leadership, Marcom and Legal/Compliance; How to select or validate the social channels and apply a phased approach to your 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. Don't miss it!

Adriana Kevill, *Online & Social Media Strategy*, [KRT Marketing](#)

10:00 am - 10:45 am

Useful is the New "Human"

Oh, passive candidates! They're just not operating in the way we want them to. They don't look at job boards or search on In this world of endless choices, options and distractions, we stay interested in and crave certain goods, services, brands and resources for different reasons -- all of which align with usefulness. Simply, we don't seek, or want, what we can't use. A human approach in talent acquisition is essential, but we are all, in the end, humans -- we should have that down! So what's next? We must transcend being simply human to being useful to our target talent. In this dynamic talk, hear Tracey Parson's ahead-of-the-curve thinking on creating a useful candidate experience, why "thought leadership" is not as valuable as "trusted resource," and what you can implement in your recruitment marketing strategy to continually be useful to your universe of people in creative ways.

Tracey Parsons, *Director of Recruitment Marketing Practice*, [Smashfly](#)

11:15 am - 12:15 pm

Panel Discussion: Quantifying the Impact of Modern Recruiting Strategies

Recruiting has gone through a revolution. From job postings and resumes to sourcing and selling. Navigating technology and marketing as a recruiter is one thing but how do you quantify those strategies? Join Kyle Lagunas, Research Manager, Emerging Trends and Technologies in Talent Acquisition, IDC and panelists will engage in a lively panel discussion on what works and what doesn't work.

Kyle Lagunas, *Research Manager, Emerging Trends and Technologies in Talent Acquisition*, [IDC \(Moderator\)](#)

David Schreiber, *Director, Talent Acquisition Operations*, [Condé Nast](#)

Tiffany Lee, *Talent Brand Manager*, [HomeAway.com](#)

Will Staney, *Founder & CEO*, [Proactive Talent Strategies](#)

SESSION DETAILS // DAY ONE Thursday, August 3, 2017

TRACK A: RECRUITING STRATEGIES

1:00 pm - 1:45 pm

Implementing an Inbound Recruiting Strategy

Marketing is having great success using inbound strategies while recruitment is still stuck on interruption methods (spray and pray). Bringing valuable content to social media, email, your website, and other channels to attract visitors to your Careers site or job descriptions, you can create an inbound funnel. With inbound recruitment, applicants find you and there is less need for expensive job boards and postings. Learn how to build a solid strategy in this session from two employer brand geeks.

- Inbound methodology and stages of the applicant funnel
- Map candidate personas with the right research
- Develop content that is targeting and valuable
- What channels and content work for each stage of the funnel

Lane Sutton, *Employer Brand Strategist*

Audra Knight, *Recruitment Operations Manager,*

Tenable Network Security

2:00 pm - 2:45 pm

Putting Technology To Work For You: The 10 Best Social Media Recruiting Tools

To make an impact as a recruiter, you'll need to run your presence like an election campaign. You'll want to appeal to multiple networks, track what people are saying about you and prompt those people to leave a positive review every time they check out of your site.

If that sounds like a lot of work, it's because it is a lot of work. Luckily, there are a ton of programs out there that can help you manage your social presence without losing your mind. Join us for this informative session where Craig Fisher will walk attendees through the 10 top recruiting tools that are definitely worth a download.

Craig Fisher, *Head of Marketing & Employer Brand,*

Allegis Global Solutions

TRACK B: RECRUITING & ETHICS

1:00 pm - 2:45 pm

The Association of Talent Acquisition Professionals Working Session - Ethical Social Recruiting

ATAP
WORKING
SESSION

The Association of Talent Acquisition Professionals (ATAP <http://atapglobal.org>) has a primary goal of establishing a Body of Knowledge for the profession, which in turn will help to establish common standards for education, measurement and ethics. To establish this Body of Knowledge, ATAP will be gathering quantitative and qualitative data from a variety of sources, including working sessions at conferences such as SRSC.

We invite you to join us for a working session (meaning that all those who attend are expected to participate and get to work) to discuss and debate the ethics of social recruiting, specifically on topics related to honesty and transparency, follow-up, discrimination and more. The ultimate result will be a common set of ethics that will be used to improve the social recruiting experience for all stakeholders, recruiters and candidates alike.

Bring your current practices and be ready to share and discuss this important topic that is essential to advancing how social recruiting is commonly understood and managed.

Ben Gotkin, *Executive Director,*

Association of Talent Acquisition Professionals (ATAP)

3:15 pm - 3:25 pm

Sponsorship Showcase: Symphony Talent

[SYMPHONY TALENT]

SESSION DETAILS // DAY ONE Thursday, August 3, 2017

3:30 pm - 4:15 pm

Leveraging LinkedIn to Become a Better Talent Advisor

Up your game by learning how to use LinkedIn for strategic insights and competitive intelligence. Join us for this meaty session full of tips and tricks for upping your recruiting game. Learn how to be a better talent advisor by maximizing the features and functionality. In this session, Jim Schnyder, Sourcing Lead for PepsiCo will explore:

- Tips for using LinkedIn for strategic intelligence
- CRM capabilities within the LinkedIn system
- Ways to utilize and share project folders
- Data importing capabilities and "refresh" strategies
- Improved general search
- How to leverage your hiring managers and help them improve their profiles

Jim Schnyder, *Sourcing Lead - Sourcing Center of Excellence - Talent Acquisition*, [PepsiCo](#)

4:15 pm - 4:25 pm

Sponsorship Showcase: [getTalent](#)



4:30 pm - 5:15 pm

The Next Generation of Social Recruiting: Leveraging Your Brand's Personality for Social and Recruitment Marketing

Talent acquisition has changed dramatically over the years. Candidates are now profoundly informed consumers with more concern about company culture than ever before, and continuing to attract top talent means developing new strategies that appeal to these applicants. Social recruiting isn't just sharing job posts on social sites; it is about working with your marketing team to create a strategic social plan and develop engaging content to grow talent pools, offer an impactful candidate experience, nurture passive candidates over time and win over today's savvy job seekers with unique career opportunities and benefits. The collaboration of HR and marketing departments can yield more effective hiring strategies and execution, higher productivity, increased brand awareness, innovation and a decrease in the time and money spent on recruitment activities.

This sea of change from simply posting job openings on social media to a longer-term approach of building brand awareness, trust and credibility, has also forced HR teams to become more sophisticated with recruitment metrics, enabling employers to make smarter, more scientific hiring decisions. In addition to highlighting case studies of iCIMS customers who are seeing success in social recruiting, this session will explore proprietary and external data from iCIMS to help recruiters and hiring managers better understand hiring supply and demand, social and mobile recruitment behavior and trends.

Susan Vitale, *Chief Marketing Officer*, [iCIMS](#)

NOBODY NETWORKS QUITE LIKE RECRUITERS.



LET'S FACE IT - NETWORKING IS YOUR JOB. THE VALUE OF FACE-TO-FACE CONNECTIONS IS REALIZED AT #SRSC. NETWORK WITH OTHER RECRUITERS TO INCREASE YOUR PERSONAL BRAND, YOUR RECRUITER BRAND AND ULTIMATELY — YOUR SUCCESS IN TALENT ACQUISITION.

**JOIN US FOR THE SRSC AUSTIN NETWORKING RECEPTION
THURSDAY, AUGUST 3RD, 5:15 PM - 6:15 PM.**



SESSION DETAILS // DAY TWO Friday, August 4, 2017

8:30 am - 9:15 am

Your People are Your Voice - Leverage Employee Brand Advocates

Learn about Dell's commitment to engaging and training their employees on social media including history and design of their various advocacy programs. Hear specific examples and success stories including:

- Employee generated content that drives engagement (and doesn't cost a dime!)
- Creating stories that tie back to the company EVP (employment value proposition)
- Measurement and proof points for influencing your leadership (and generating continued excitement)

Jennifer Jones Newbill, *Director Employment Brand*, [Dell](#)

9:15 am - 10:00 am

The Future of Recruiting: What's Now, What's Next, & What Really Matters

Are you prepared for the future of recruiting? We surveyed over 1,000 professionals to learn the latest trends shaping talent acquisition, as well as the emerging technologies and tactics companies are betting on today to win the talent of tomorrow. Join Gary Zukowski, SVP of CareerArc, as he reveals new data on the evolving state of social recruiting, employer branding, and candidate experience, and what talent acquisition professionals should be doing now to stay a step ahead of the curve.

Gary Zukowski, *Social Recruiting & Employer Branding Evangelist*, [CareerArc](#)

10:30 am - 11:15 am

Major Recruiter Mistakes and How to Fix Them

2017 is one of the hottest markets for hiring that companies have seen in years. With increased requisition loads, there are major mistakes being made in the recruiting process. In this session, Will Thomson will review these mistakes and talk about how to resolve them. He will discuss recruiting tools that can be utilized to find the talent, reduce administrative tasks and then how to use the human skills to separate your company from the competition. He will discuss in detail how to "Link out" of LinkedIn. Lastly, he will address how to determine if you have the right recruiters in place today to attract the talent and what you can do to correct the mistakes to help your organization grow.

Will Thomson, *Founder*, [Bulls Eye Recruiting](#)

11:15 am - 12:00 pm

The Millennial Fit: Strategies for Helping Millennials Find the Right Job

An overwhelming majority of Millennials don't much like their jobs: 71 percent told researchers that they are either not engaged or actively disengaged at work. It doesn't have to be this way.

In this session, Dan Sines, president of Traitify, will explore strategies for cultivating fruitful and lasting relationships with Millennial workers and their successors, Generation Z. For example, learn how to deploy the customer-relations strategies of companies like Amazon and Netflix to understand the tastes and desires of your employees and take action to fulfill and engage them.

A Millennial himself, Dan is expert at helping companies of all sizes and industries improve when it comes to hiring, developing, and retaining talent.

Dan Sines, *CEO*, [Traitify](#)

YOU'LL LEAVE WITH A LIST OF PRACTICAL IDEAS AND TAKEAWAYS SO YOU CAN HIT THE GROUND RUNNING ONCE YOU'RE BACK AT YOUR DESK.



SESSION DETAILS // DAY TWO Friday, August 4, 2017

TRACK C: STRATEGIC SOURCING

1:00 pm - 1:45 pm

Social Sourcing Strategies for Increased Engagement

More than 8 in 10 online Americans use Facebook and over twice of those users are on Twitter (24%), Pinterest (31%), Instagram (32%) or LinkedIn (29%). Not only are candidates using social on a casual basis, employers now have the ability to meet candidates on their scrolling grounds with job ads on Facebook and even a few have begun advertising availability on Snapchat. As employers, we have the ability to source for talent we're interested in on social media, and then cater our job descriptions and recruitment messaging to common values among your target pool. With these actions in place, not only are we meeting candidates where they're already hanging out, we're creating messaging that speaks to what they're sharing online.

In this session, Maren Hogan will cover:

- Why engaging with candidates via social creates engaging employee/management relationships
- How this affects retention, loyalty and company culture
- Identifying and aligning your company values and missions with social candidates
- Formulating recruitment messaging to align with company values
- Implementing and engaging with your candidates via social

Maren Hogan, *Chief Marketing Brain*, [Red Branch Media](#)

1:45 pm - 2:30 pm

Getting Your Unfair Share of Talent Through Relationships

In this session, Jared will discuss how salon owners start relationships with stylists to eventually convert them to hires from some key sources:

- Cosmetology schools (presentations, getting services in the school, offering continuing ed)
- Industry events (hair shows and creating ambassadors to attend and scout out talent)
- Expanding the network via referrals, online searches (e.g. Indeed or social media) and taking a marketing approach
- Using social media and other engagement tools to nurture the relationships
- Tips for nurturing the relationship

Jared Nypen, *Director of Talent Acquisition*, [Great Clips](#)

TRACK D: EMPLOYER BRANDING & RECRUITMENT MARKETING

1:00 pm - 1:45 pm

Story-based Content to Attract the Right Candidates

Chloé Rada from Sodexo and Lauryn Sargent from Stories Inc will give you a crash course on developing great story-based content to attract the right candidates. After hearing specifically how Stories gets great employee stories, and showing real life examples of content that has worked for Sodexo, you will be excited and ready to tackle a recruitment marketing project at your organization.

Session Takeaways:

- Learn how to apply what you already know about interviewing to get the best content from your storytellers
- Turn those stories into finished pieces that engage candidates
- How to stretch your dollars by repurposing this content throughout the candidate experience
- Creative and unexpected ways to share your story content

Chloé Rada, [Sodexo](#)

Lauryn Sargent, [Stories Inc](#)

1:45 pm - 2:30 pm

Executive Buy-in for Recruitment Marketing

This session will cover how to effectively pitch recruitment marketing to your executive board and stakeholders. In this session, panelists from Dell, Indeed and HomeAway will discuss how to:

- Measure ROI
- Incorporate marketing efforts with existing recruitment programs, etc.
- Discover how to ally with Marketing and other members of your organization before making the pitch
- Take note of important industry stats and trends that validate recruitment marketing benefits and further prove increased adoption

Jennifer Jones Newbill, *Director Employment Brand*, [Dell](#)
Bryan Chaney, *Talent Branding and Attraction Strategist*, [Indeed](#)

Tiffany Lee, *Global Talent Brand Manager*, [HomeAway](#)

Moderator: Andrew Gadowski, *Founder*, [Aspen Advisors](#)

SESSION DETAILS // DAY TWO Friday, August 4, 2017

2:30 pm - 2:45 pm

Networking Break & Contest Giveaways

2:45 pm - 3:30 pm

Using Brand Ambassadors to Engage Candidates More Effectively

Regardless of which industry you're in, building a strong brand requires that all employees feel connected to the corporate brand and understand their role in turning brand aspirations into reality. If you're not inspiring your talent to be brand ambassadors, you're missing out. To build a strong corporate brand, you need brand ambassadors – employees who are thoroughly engaged, connected and committed. Join us for this case study session with Southwest Airlines! Amber Cowart will walk through what to look for when selecting brand ambassadors, teaching them to connect and ultimately cultivate powerful brand ambassadors.

Brooks Thomas, *Social Business Advisor, Strategic Execution & Delivery*, [Southwest Airlines](#)

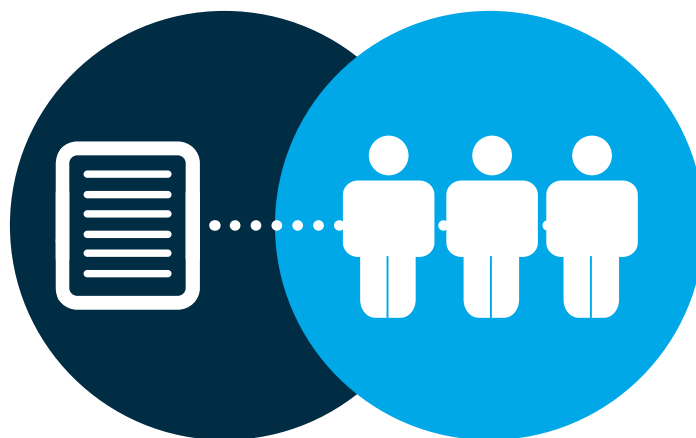
3:30 pm - 4:15 pm

#SRSC – Let's Bring it Home!

Join us for this unconference style wrap-up session!

Allison Kruse, *Senior Manager, Social Media and Talent Acquisition*, [Kforce](#), [@AllisonAKruse](#)

SHARE **3** **DAYS' WORTH OF**
TAKEAWAYS WITH
YOUR COLLEAGUES.



VENUE AND REGISTRATION INFORMATION



VENUE:

Kimpton Hotel Van Zandt is in the heart of what makes Austin unquestionably cool. You will dial into what's what, from hitting live music joints to staking out a spot (other than amazing hotel deck) to see the world's largest urban bat colony emerge in summer.

<http://www.hotelvanzandt.com/downtown-austin-hotels/>

605 Davis Street, Austin, TX 78701 // (877) 202-2191

Reservations for the hotel can be made by calling **877-202-2191** and mention Social Recruiting Strategies Conference/GSMI for the discounted rate of \$199. Reserve your room before **July 10, 2017** to obtain the discounted rate. Be sure to mention you are attending the GSMI conference to guarantee the discounted rate.

Discount room rate if reserved by July 10, 2017: \$199

GSMI OFFERS 5 WAYS TO REGISTER:

Tel: (888) 409-4418 Monday - Friday
8:00 a.m. - 6:00 p.m. US Pacific Time

Fax: (619) 923-3542 24 Hours a Day

Mail: 1501 India St., Suite 103-60
San Diego, CA 92101

Email: registration@gsmiweb.com
Please include your name & telephone number

Web: www.socialrecruitingstrategies.com

GROUP DISCOUNTS OF 3 OR MORE:



For information about group discounts of 3 or more people and Team Learning opportunities for Social Recruiting Strategies Conference (SRSC), please contact:

Kelly Hara
619.377.8475 // kelly.hara@gsmiweb.com

EXHIBITING AND SPONSORSHIP INFORMATION:

To learn more about exhibiting at this year's Social Recruiting Strategies Conference (SRSC), please contact:

Kelly Hara
619.377.8475 // kelly.hara@gsmiweb.com

ADMINISTRATIVE NOTE:

For cancellations received in writing.

- Four weeks or more prior to the event:
Full refund or Full Credit Voucher
- Four weeks or less prior to the event: *No Refund; a Credit Voucher minus the \$300 cancellation fee*

If you do not cancel your registration by the day of the event you will be charged your full registration fee. Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418

SUBSTITUTION POLICY:

Substitutions may be made up to the day of the event.

PAYMENT POLICY:

Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer. If registering 2 weeks or less prior to the start of the conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the conference and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of the Social Recruiting Strategies Conference/ registrants(s).

Social Recruiting Strategies Conference

August 2-4, 2017 | Kimpton Hotel Van Zandt | AUSTIN



REGISTRATION FORM

	1st Early Bird April 7, 2017 EXPIRED	2nd Early Bird May 12, 2017 EXPIRED	3rd Early Bird June 9, 2017 EXPIRED	Final Early Bird July 7, 2017 EXPIRED	Regular Rate	On-Site Registration
COMMERCIAL						
Bronze Pass (Conference Only)	<input type="radio"/> \$1,195 Save \$500	<input type="radio"/> \$1,295 Save \$400	<input type="radio"/> \$1,395 Save \$300	<input type="radio"/> \$1,495 Save \$200	<input type="radio"/> \$1,595 Save \$100	<input type="radio"/> \$1,695
Silver Pass (Conference + 1 Training)	<input type="radio"/> \$1,595 Save \$600	<input type="radio"/> \$1,690 Save \$500	<input type="radio"/> \$1,790 Save \$400	<input type="radio"/> \$1,890 Save \$300	<input type="radio"/> \$1,990 Save \$200	<input type="radio"/> \$2,090 Save \$100
Gold Pass (Conference + 2 Trainings)	<input type="radio"/> \$1,885 Save \$900	<input type="radio"/> \$1,985 Save \$800	<input type="radio"/> \$2,085 Save \$700	<input type="radio"/> \$2,185 Save \$600	<input type="radio"/> \$2,285 Save \$500	<input type="radio"/> \$2,385 Save \$300
Platinum Pass (Conference + 3 Trainings or Full Day Training)	<input type="radio"/> \$1,985 Save \$900	<input type="radio"/> \$2,080 Save \$800	<input type="radio"/> \$2,180 Save \$700	<input type="radio"/> \$2,280 Save \$600	<input type="radio"/> \$2,380 Save \$500	<input type="radio"/> \$2,480 Save \$400
GOVERNMENT AND NON-PROFIT						
Bronze Pass (Conference Only)	<input type="radio"/> \$1,095 Save \$600	<input type="radio"/> \$1,195 Save \$500	<input type="radio"/> \$1,295 Save \$400	<input type="radio"/> \$1,395 Save \$300	<input type="radio"/> \$1,495 Save \$200	<input type="radio"/> \$1,595 Save \$100
Silver Pass (Conference + 1 Training)	<input type="radio"/> \$1,495 Save \$700	<input type="radio"/> \$1,590 Save \$600	<input type="radio"/> \$1,690 Save \$500	<input type="radio"/> \$1,790 Save \$400	<input type="radio"/> \$1,890 Save \$300	<input type="radio"/> \$1,990 Save \$200
Gold Pass (Conference + 2 Trainings)	<input type="radio"/> \$1,785 Save \$1000	<input type="radio"/> \$1,885 Save \$900	<input type="radio"/> \$1,985 Save \$800	<input type="radio"/> \$2,085 Save \$700	<input type="radio"/> \$2,185 Save \$600	<input type="radio"/> \$2,285 Save \$500
Platinum Pass (Conference + 3 Trainings or Full-Day Training)	<input type="radio"/> \$1,885 Save \$1000	<input type="radio"/> \$1,980 Save \$900	<input type="radio"/> \$2,180 Save \$800	<input type="radio"/> \$2,180 Save \$700	<input type="radio"/> \$2,280 Save \$600	<input type="radio"/> \$2,380 Save \$500
TRAINING ONLY						
Training (1)	N/A	N/A	N/A	N/A	NA	<input type="radio"/> \$395
Trainings (2)	N/A	N/A	N/A	N/A	NA	<input type="radio"/> \$690 Save \$100
Trainings Day Pass (3)	N/A	N/A	N/A	N/A	NA	<input type="radio"/> \$785 Save \$400
Full-Day Training	N/A	N/A	N/A	N/A	NA	<input type="radio"/> \$785

❖ Please fill in the following information and fax back to: (619) 923-3542 ❖ Please submit one form for each delegate attending.

Will you be attending any pre-conference trainings on August 2, 2017? ☐ Yes ☐ No

If so, which trainings?

- ☐ Social Recruiting Training A:
(10:00 AM - 12:00 PM): Recruiting on a Budget: Boots on the Ground
- ☐ Social Recruiting Training B:
(12:45 PM - 2:45 PM): Recruiter Bootcamp: Search Strategies & Profile Development
- ☐ Social Recruiting Training C:
(3:00 PM - 5:00 PM): Content Development
- ☐ Full-Day Training D: TALENT CONGRESS:
Data Analytics for Recruiting Success

Conference Registration Includes:

Continental breakfasts, Breaks - snacks and beverages, Lunches, Networking Reception, Access to all presentations, videos, mp3s, Research reports

Do you have any dietary restrictions (e.g. kosher, vegetarian)? ☐ Yes ☐ No If so, please specify:

Do you require any accommodations that require special attention? ☐ Yes ☐ No

If so, please specify: (e.g. wheel-chair access)

How did you hear about this event?

Name:

Title:

Company:

Department:

Approving Manager Name & Title:

Mailing Address:

City:

State:

Zip/Post Code:

Country:

Telephone:

Fax:

Email:

Twitter ID:

Linkedin.com Profile:

PAYMENT METHOD: Credit Card: ☐ Amex ☐ Visa ☐ MasterCard | ☐ Check

Credit Card Number:

Name on Card:

Expiration Date:

CVV: