



2010 SPRING
ereexpo
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MARCH 15-17, 2010

10TH ANNUAL ERE EXPO

San Diego, CA - San Diego Marriott Hotel & Marina

Online: www.ereexpo.com Email: expo@ere.net Phone: 212.671.1181





Dear Colleague:

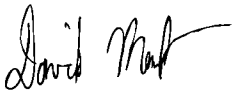
I am pleased to invite you to attend our 10th annual ERE Expo 2010 Spring this March in San Diego. These past ten years have sure been quite a roller coaster ride, but one thing that hasn't changed during the ups & downs is the innovation and passion of the recruiting profession to drive things forward. 2010 is going to be another interesting year, but signs are pointing up. And with the energy of our most recent ERE Expo this past Fall in South FL being as positive as any expo I can remember, I am optimistic for what will be a good year for us all!

And to that end, we have put together what in my opinion is one of the best agendas we have ever had at an ERE Expo. And that starts with our conference chairman, John Vlastelica, Sr Director, Global Talent Acquisition for Expedia. In addition to John, the agenda features a number of never before seen speakers at an ERE Expo including Mat Apodaca, Tom Becker, Carrie Corbin, Dan Black, Kris Dunn, Kat Drum, Russell Kronenburg, Lizz Pellet, Geoff Peterson, Erin Peterson, along with some of our previous highest rated speakers.

I know there are other recruiting events in our industry that you are being invited to; however, I am confident that none feature as many corporate practitioners like you sharing their secrets and successes. Make sure you come early, as we will once again be hosting the sixth annual Recruiting Excellence Awards dinner and ceremony on Monday, March 15. This event, which is complimentary to ERE Expo attendees, will give you the opportunity to find out who truly is the "Best in Class" of the recruiting industry. Think it is you or someone you know? Applications are open just a short while longer, until January 5, at www.ereawards.com and you can also nominate someone there as well.

I look forward to the opportunity to meet you in personally in San Diego.

Sincerely,



David Manaster
CEO
ERE Media, Inc.
david@ere.net

PRE-CONFERENCE WORKSHOPS

Monday, March 15, 2010

10:00AM – 5:00PM

Full-Day Master Class

Empower Your Sourcing



Shally Steckerl
Chief CyberSleuth & EVP
Arbita

Conni LaDouceur
Founder and Chief Sourcing Strategist
ExecuQuest Corp.

This is the first time Internet and direct phone sourcing will be in the same room at the same time, complementing each other with results far greater and quicker than if only one source was tapped.



You will be learning the best of Internet sourcing and the lost art of direct telephone sourcing, exchanging practical knowledge about all aspects of talent identification and recruitment. Shally and Conni will obtain your most challenging job openings in advance and will present their findings — qualified, passive talent — in the workshop. Shally will show you how he got the names and will do a few key Internet demos and then Conni will play the recorded calls demonstrating how

to identify by phone the individuals who were un-identifiable online. This full-day workshop will present real-time solutions for the participants' current, critical needs so that the examples demonstrated will be for current, critical, job openings.

You will learn critical-sourcing survival skills to rapidly and inexpensively identify key talent online and recruit from all the Internet sources without being overwhelmed. After this session, you will totally understand how to easily create, grow, and maximize online recruiting pipelines using tools and features built right into your favorite existing websites such as Google, LinkedIn, Twitter, Facebook, and dozens of others.

The killer combination to succeed in online recruiting is learning how to create sustainable pipelines and making the best out of already existing online communities. Among the critical skills you'll learn in this hands-on lab will be how to effectively stay connected to all your networks and be alerted to relevant talent and opportunities while spending a minimum amount of time managing the information overload.

And, you will benefit greatly from these proactive telephone sourcing techniques. Using this forgotten sourcing channel to complete your Internet research, Conni will demonstrate the "how-to" of successful and ethical telephone identification. Not only will she help you identify which companies possess the best talent for a given role, but she will present the steps to identify, in organization chart form, the qualified talent your hiring managers most want to hire.

10:00AM - 1:00PM

Pre-Conference Workshop A

Are You Prepared for the Perfect Storm?



David Szary
Founding Partner
Lean Human Capital/
The Recruiter Academy

As the economy recovers, many experts predict we are heading into a perfect storm. What is looming on the horizon?

- Requisition loads returning to normal.
- Increased turnover as the demand for talent heats up again.
- Reduced resources to deliver services.

In this enlightening session, David Szary will discuss the steps you can take today to prepare for 2010 and beyond. We will outline a strategy and provide tactical tools including:

- An ROI-based business case tool that shows you step by step how to justify your case for maintaining or adding resources to handle increased requisition loads
- How to reduce costs without reducing your budget
- Three 'no-cost' process improvement changes to reduce the time spent sourcing/pre-screening unqualified candidates by 50% so you are prepared to do more with less
- How to create a viral marketing/outreach program to develop relationships with top talent in critical-to-fill positions for future needs (aka pipelining)
- Specific methods for building/enhancing your brand culture to retain top employees and recruit top industry talent

If you feel a perfect storm is (or even might be!) brewing in your organization, this is a must-attend event! You will walk away with tactical tools that will help you align your recruitment plan with your organization's business strategy that your executive management team will understand and approve.

10:00AM – 1:00PM

Pre-Conference Workshop B

Talent Management Collaboratory: Are You Aligning Your Culture and Brand to Increase the ROI of Recruitment and Retention?



Lizz Pellet
CEO
EMERGE International

Here's your chance to be the session rather than just attend one! Lizz Pellet, author, national speaker, and globally recognized expert in organizational culture and employment branding, will select participants throughout the program to deploy a mini "Brand Scan" on their company's career site—live.

This session is not for the shy, but rather for recruitment and talent management professionals who want to share and learn about employment branding best-practices, and how to ensure the recruitment message is authentic and congruent with their organizational culture. This is an interactive session, and everyone will have a chance to be chosen as a participant in a live "Brand Scan"—time permitting, of course.

This presentation is extremely powerful and straightforward. The knowledge transfer from career site review can be taken back and deployed in the organization immediately.

- Look at an employment brand in the context of culture
- Define cultural "fit" to identify the type of employee you desire to attract and retain and those you'd like to repel from applying in the first place
- Use employment branding in recruiting and retention efforts to increase ROI
- How to conduct their own "Brand Scan" to determine their current employment brand messaging

2:00PM – 5:00PM

Pre-Conference Workshop C

The Mobile Recruiting Experience: Explore a Dynamic, Interactive Channel



Geoff Peterson
Managing Principal
General Lead

This intensive workshop will take you from a 50,000 foot view of the mobile space, straight into the trenches with mobile campaign strategy, building, and execution. Discover the mobile landscape and ecosystem, get introduced to many concepts around mobile advertising and marketing, and see how mobile can be used to identify, engage, and attract job seekers.

You will:

- Learn mobile terms, trends, devices, vendors, platforms, applications, and services
- Find out how to build effective mobile recruiting programs (attraction, engagement, opt-in list building)
- See mobile recruiting in action (campaign strategy, execution, measurement)
- Discover the best way to use mobile technologies (text, voice, video) based on your unique business needs
- Learn why local (proximity) is at the heart of taking advantage of the huge mobile space
- Discuss a comparison of successful and unsuccessful mobile practices
- See what other successful brands and agencies are doing in the mobile space
- Talk about social networking and the role it plays in mobile recruiting
- Get a unique mobile perspective from both the recruiter and job-seeker sides of the fence
- Understand how to mobilize your website, blog, or career site in minutes
- Receive take-away action items, ideas, and resources to help you get started right away

With job seekers carrying mobile devices everywhere, investing in mobile should be a focal point of your recruiting strategy moving forward. This is amplified with the increased number of smart mobile devices, their ever-expanding capabilities, improved browsing features, and applications. The audience will be encouraged to interact live using their mobile devices during the workshop.

2:00PM – 5:00PM

Pre-Conference Workshop D

Workforce Planning: Setting the Stage, Getting Results



Ed Newman

*Leader, Futurestep U.S. and
President of The Newman Group*
The Newman Group

While workforce planning is essential for keeping ahead in the competition for talent, many of the concepts behind sound workforce

planning strategy remain largely misunderstood. Back by popular demand, this session will focus on taking the mystery out of workforce planning and setting the stage for a successful planning effort.

The workshop will be led by presenter Ed Newman, Leader of Futurestep U.S. and President of the Newman Group, a talent management consulting leader. In this session, he will provide strategic insight as well as in-depth analysis of key details that drive workforce planning.

The session will cover critical questions and issues that are essential to getting your initiative on track, including:

- Understanding “where you are” in workforce planning
- Defining workforce planning
- Understanding the various maturity levels; is what you’re doing basic, or sophisticated?
- Understanding the technology-solutions landscape
- Sharing practical tools to deploy in your organization
- How to “operationalize” a workforce plan
- Typical dashboards and analytics used

This is an ideal session for anyone involved in leading or contributing to a workforce planning effort and a great chance to gain a clear and practical perspective on a subject that is crucial to talent management success for today’s enterprise.

5:00PM – 6:00PM

Main Conference Starts

(included in Conference Only Passes)

Welcome Reception

6:00PM – 8:00PM

ERE Recruiting Excellence Awards Dinner

Conference — Day 1

TUESDAY, MARCH 16, 2010

“ My head is still spinning after attending what was hands-down the very best conference I have ever attended. While I attended several excellent sessions both in-person and streaming live from their site while working in the room, the social and networking elements of the conference were by far the very best for me. ”

Stephanie A. Lloyd, *Strategist-in-Chief, Radiant Veracity*

8:45AM – 9:00AM

Welcome Remarks

Welcome Remarks from Conference Chair

John Vlastelica

*Sr. Director, Global Talent Acquisition
Expedia, Inc.*

9:00AM - 10:00AM

Keynote Presentation

Breaking the Talent Boundaries

Russell Kronenburg

*Formerly GM, Talent and Organizational Capability
Pacific Brands*

Pacific Brands, a 9,000-employee Australasian company, has changed its approach to talent management. Initially focused on employees and managers, the talent team broke new boundaries when it said “How can we deliver value to the community?” Take a look at how the talent team offered value to stakeholders, from local to global. The results will leave you refreshed and have you thinking of ways to break new ground.

10:15AM - 11:15AM

General Session

Beyond The Downturn: A Panel of Survivors Surviving the Year & Planning for the Decade

Moderator:

Jeremy Eskenazi, *Managing Principal
Riviera Advisors, Inc.*

Panelists:

Ginny Eagle, *Director, Talent Acquisition
T-Mobile USA*

Jason Farr, *Vice President, Global Talent Acquisition
Coca-Cola Enterprises*

Brad Warga, *Corporate Vice President, Talent Engagement
Harrah's Entertainment*

The economic downturn: it was both personal and global, and we're all glad it is almost over.

News headlines tell it all. It has been survival of the fittest with only the most resilient companies and talent leaders weathering the storm. Only a select few survivors, however, have used the time in the downturn to plan for the upturn. Please join moderator and talent acquisition guru Jeremy Eskenazi of Riviera Advisors and a panel of survivors as they discuss the current state of talent acquisition and share survival tactics and key insights from the talent trenches. Panel members include: Jason Farr, VP of global talent acquisition for Coca-Cola Enterprises; Ginny Eagle, director, talent acquisition for T-Mobile USA; and Corporate VP of Talent & Employee Engagement at Harrah's Entertainment Brad Warga. Hear about the various business challenges each of them faced this past year and the many lessons they learned. Discover how each of them is getting their talent acquisition “house in order” for the upturn and beyond. The group will share stories from the trenches and provide real-world strategies and tactics on keeping a talent acquisition team motivated and engaged, and what steps you should be taking to get your house in order for the new decade.

11:15AM – 12:15PM

General Session

Learn from the ERE Recruiting Excellence Awards Winners

John Vlastelica

*Sr. Director, Global Talent Acquisition
Expedia, Inc.*

Here you'll learn more about the companies and the people who were honored at Monday evening's ERE Recruiting Excellence Awards. Find out what they did to excel in such areas as employee referrals; college recruiting; employment branding; and recruiting technology.

12:15PM – 2:15PM

Networking Lunch

Networking Lunch on the Exhibit Hall Floor

Enjoy lunch on the exhibit hall floor while browsing the latest recruitment products and services from leading vendors in the recruiting space.

2:15PM - 3:30PM

Breakout Session

Building Engaged, Interactive Talent Communities

Sherie Valderrama

Senior Director, Talent Acquisition
Sodexo

In this session, Sodexo will share approaches as to how to build engaged, interactive talent communities that are scalable to a company's specific needs and resources. It will look at ways of:

- Building a strategy that will meet your company's current and future needs for talent, and expand your employment brand
- Overcoming organizational reticence to adopting social media approaches
- Creating concrete goals and actions to drive results
- Helping your recruiters embrace innovation in their approaches to sourcing and connecting with top talent
- Identifying ways to measure outcomes and examine new emerging approaches that will drive enhancements to your strategy

Sodexo has been in the forefront of using technology and social media to build its competitive advantage in the market for talent. Its innovative use of new media recently earned it the prestigious Excellence in New Communications Award from the Society for New Communications Research for its application of social media to talent acquisition.

2:15PM - 3:30PM

Breakout Session

Case Study: Are You Driving Your Recruiting Metrics or Are They Driving You?

Tom Becker

Senior Vice President of Recruiting
COMSYS

Creating recruiting reports is not analysis. Tom Becker will discuss how COMSYS, a 37-year-old IT staffing leader, is transforming its organization by understanding its process, metrics, and data to position it for growth. You will learn how to better use recruiting performance data to develop dashboards and improve your key metrics.

2:15PM – 3:30PM

Breakout Session

(especially for small/mid-size businesses)

Family Values and Your Recruiting Practice: Turning Lame Mission Statements Into a Talent Advantage

Kris Dunn

VP of People
DAXKO

You've seen it, and you've lived it. The company values on your mission statement sound great, but aren't helpful when it comes to evaluating talent in the recruiting process, evaluating performance, or thinking about success within your company.

Does it have to be so lame? Kris Dunn leads this session designed to evaluate the connection between company values and your recruiting practice, and how getting values right up-front drives success, which in turn drives a performance culture and (gasp) internal succession. You want the connection? Then you'll have to be an advocate for making your values meaner and making people uncomfortable. Session requirement: Come ready to think and apply values in a judgmental fashion.

2:15PM – 3:30PM

Breakout Session

Treating a School Like an Account: How to improve your presence at your target colleges

Dan Black

Americas Director of Campus Recruiting
Ernst & Young

Shrinking budgets. Recruiter headcount pressure. Unrelenting demand by students to maintain your presence on campus. Now more than ever, companies need to tap into line professionals to carry their brand and execute on campus. But with so many other demands on their time, how can you ensure that they maintain a consistent presence both broadly and at the individual candidate level? In this session, participants will learn about the Ernst & Young "Client Service Model" approach to campus, including tips on motivation, engagement, measurement, and resource deployment.

This will be a great conference for companies who are trying to still bring on top talent (whether you're doing so now, or will be soon) but do it with less money to spend and fewer people on staff.

In addition, the following topics will be addressed, complete with tactical tips and strategies that can be applied to any campus recruiting function:

- Branding on campus to a new generation
- Redefining your image
- Getting into the classroom: presentations and tactics
- Assessing your effectiveness on campus
- What's next for college recruiting?

Join Dan Black, who has more than 12 years of experience managing college recruiting, for this lively and interactive session. If you would like to suggest additional topics to include in the session, please email Dan directly at daniel.black@ey.com and he would be happy to include them.

- Building a strategy that will meet your company's current and future needs for talent, and expand your employment brand
- Overcoming organizational reticence to adopting social media approaches
- Creating concrete goals and actions to drive results
- Helping your recruiters embrace innovation in their approaches to sourcing and connecting with top talent
- Identifying ways to measure outcomes and examine new emerging approaches that will drive enhancements to your strategy

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3:30PM – 4:00PM

Coffee Break

Afternoon Networking Coffee Break

4:00PM – 5:15PM

Breakout Session

(especially for small/mid-size businesses)

Proving Your Value to Senior Management: How an Internal Executive Search Group Makes You a Real Business Partner

Mat Apodaca

Recruiting Lead

Lockton Companies, LLC.

Many companies do not view HR and recruiting as a true business partner. An internal recruiting department can be seen as a group that the business units have to work with to get a requisition posted and ultimately filled because that's the process. The perception can be that HR does not really know the business side of the house. The reality is that companies need to identify, contact, and engage the talent that will drive the business forward. The "post and pray" method will work for many positions and requisitions, but not the ones that will be seen as the difference makers.

This session will show you ways to become a trusted and a valuable resource for the decision-makers in your company. The discussion will center around how to prove that internal recruitment can find the best candidates available and set up discussions with "the big boys" at the company. We will prove that an

internal executive search function can identify, sell, and close the best candidates possible to drive the business forward.

We'll talk about:

- Finding the right project to attach yourself to in order to get started
- Who you need to partner with
- How a successful initial search or project propels you forward
- Proving that you are more effective than a search agency
- Showing that you are a revenue generator in your company

4:00PM – 5:15PM

Breakout Session

Selling and Closing: An Executive Approach to Making Things Happen

Robert Dromgoole

Executive Search Consultant

Battelle

This conversation will present techniques and methods to make you more successful in landing that hard-to-find candidate. This is not a presentation about how to find people. It's about what to do with that list of people once you have it. We will talk about establishing a value proposition to candidates and creating a closing strategy to get them to "yes."

“ **Imagine 3 days of networking and knowledge sharing with the SME’s of recruiting - that is ERE Expo!** ”

- Darlene Shoemake, Senior Advisor, Global Recruitment & Staffing, ConocoPhillips



4:00PM – 5:15PM

Breakout Session

Talent Attraction Successes at AT&T

Carrie Corbin

*Sr. HR Manager – Talent Attraction
AT&T*

Even if you're not the size of AT&T, you'll likely relate to this presentation. AT&T is a very conservative company, so it had to dip its toes into social media slowly—and various mergers made things even more complicated. Find out how the talent attraction team at AT&T (just over a year old) has revamped its employment brand and decreased spending by using strategic media planning to include careful execution of social media. See how it has focused recruiters' time on filling jobs, not administration. Hear what the company has learned using media such as Facebook and Twitter, as well as using mobile recruiting technology.

4:00PM – 5:15PM

Breakout Session

Adaptive Recruiting Strategies and the Social Web: Competitiveness & Sustainability through Community

Susan Burns

*Chief Talent Strategist
Talent Synchronicity*

Harnessing the true power of social recruiting is about nurturing active talent communities to enhance the relationship between candidates and your employment brand.

When you succeed, you contribute directly to the success of the business strategy and differentiate the employment brand. Is your recruiting strategy designed to meet yesterday's needs, or tomorrow's? The social web is a pathway to building sustainable talent communities and another tipping point in the evolution of recruiting. It also increases your organization's competitive positioning. By integrating social recruiting into your talent attraction strategy you can transform your entire approach to recruiting and deliver increased value to the organization and strengthen your personal equity.

We'll use our collective minds and develop a topline view of the interdependent elements critical to developing a leading-edge recruiting strategy positioned for a new decade. From there we'll dive deeper to develop a community-centric strategy that supports a sustainable and adaptive talent model.

You'll learn about:

- Leveraging interdependencies to align talent and business strategies through an adaptive model.
- Identifying what it takes to attract talent to your community, engage them, and give them a reason to keep returning.
- Processes and supporting technologies that can help you convert a community member to a hire.
- Creating greater value for the organization and enhancing your personal equity through enhanced talent strategies.

5:15PM – 7:15PM

Networking Reception

Networking Reception in the Exhibit Hall



RECRUITING EXCELLENCE AWARDS

Monday, March 15, 2010

**2010 RECRUITING EXCELLENCE
AWARDS CEREMONY & DINNER**

Come early for a night of celebration and recognition of the best & brightest in the corporate recruiting space, as we announce the winners of the 2010 Recruiting Excellence Awards.

Think you have what it takes? There still may be time to apply for an awards on behalf of our organization.

For details about the awards program and ceremony, visit www.ereawards.com

Conference — Day 2

WEDNESDAY, MARCH 17, 2010

“ ERE Expo — A Recruiter’s Dream!”
- Steve Fogarty, *Recruiting Captain, adidas*

8:45AM – 9:00AM

Opening Remarks

Welcome Remarks from Conference Chair

John Vlastelica

*Sr. Director, Global Talent Acquisition
Expedia, Inc.*

9:00AM – 10:00AM

Keynote Presentation

Dolby Labs: Talent Ecosystems

Jeff Hunter

*Vice President of HR Solutions
Dolby Laboratories*

Dolby Laboratories found itself in an enviable position: peak hiring when everyone else was firing.

But that kind of good fortune doesn't always mean guaranteed recruiting results. In fact, Dolby needed an entirely new way to think about talent acquisition in order to take advantage of this rare opportunity. Dolby envisioned and implemented a "talent ecosystem." This involved partnering with outside and inside talent to learn how Dolby could create a differentiated, Dolby-specific, talent experience (named the "encode process").

At the same time, the HR Solutions department partnered with hiring authorities to redefine the possibilities of a talent acquisition organization from a "fill the req" perspective to a total talent solution that connected the opportunity of talent capability directly to the business problem the hiring authorities were trying to solve (the "decode process"). By viewing the talent

landscape through this "encode/decode" filter, Dolby is moving from a "staffing administration department" to a next generation "global talent delivery organization." Still a work in progress, Jeff Hunter will talk about Dolby, its business, the definition of a "Dolby Talent Ecosystem" and what he has learned and experienced so far.

10:00AM – 10:30AM

Coffee Break

Morning Networking Coffee Break

10:30AM – 11:30AM

General Session

Convert Your Corporate Recruiters into Darwinian Headhunters

Lou Adler

*President
The Adler Group*

The shift is on. With the economic downturn abating, the corporate recruiter is now forced to compete on a different playing field. As part of this rapid evolution, you must be a nimble hunter who can find the best talent before the marauding herd of external search firms. If you didn't use the slowdown to build-up talent pools of top prospects, you'll need to find the remaining talent using stealth, technology and a "survival of the fittest" mentality to outfox the competition.

Lou Adler will hyper-speed you through the metamorphous of the corporate recruiter of yesterday into the headhunter of tomorrow. As part of your journey, you'll discover how to use the latest tools to not only survive but thrive as you find the best people before anyone else.

Specific topics include:

- How to use LinkedIn, ZoomInfo, Broadlook, Twitter, and Talent Hubs to outmaneuver the agile and quick-witted agency recruiter.
- What it takes to tame 500-pound gorillas (aka your hiring managers) into submission, or at least to have them understand their leadership role in hiring the best.
- Using advances in evolutionary psychology to outsmart your rivals by learning to compete on opportunity and growth rather than compensation.

11:30AM – 1:30PM

Networking Lunch

Networking Lunch on the Exhibit Hall Floor

Enjoy another opportunity to network and mingle with attendees, exhibitors, and speakers of this year's ERE Expo!



1:30PM – 2:45PM

Breakout Session

(especially for small/mid-size businesses)

Recruiting for Businesses Without a Big Budget or Big Name

Ben Gotkin

*National Recruiting Director
RSM McGladrey*

You're not a Fortune 500 behemoth. You're selling widgets, not cool shoes or cutting-edge software. How do you attract top talent to work for you? Ben Gotkin leads a discussion group where you bring your stories about what's worked and what hasn't.

1:30PM – 2:45PM

Breakout Session

Bringing Home the Bacon

Dave Lefkow

*Baconpreneur
J&D's Foods*

Dave Lefkow built a 12-year career in the recruiting industry with companies like Monster and Jobster. And he occasionally also ate pork products.

In 2007, his career took a sharp turn, and he began building a bacon-flavored empire that has seen him appear on The Oprah Winfrey Show, Today, ABC News, Good Morning America, Fox News, BusinessWeek, The Wall Street Journal, The Tonight Show, The Daily Show, and a host of other national and international programs and publications.

Along the way, he nearly forgot the one most important thing he'd been working on for the last decade: that it's all about the people. Here's an entertaining look at how a former recruiting industry veteran learned the hard way how people matter most, and just how important recruiting and HR really are.

1:30PM -2:45PM

Breakout Session

Follow the Sun to Great Talent Acquisition

Erin Peterson

*VP Global Talent Acquisition
Hewitt Associates*

Recruiters love to describe themselves as “full lifecycle.”

It depicts their breadth of experience and versatility. In a smaller environment where demand is low, that can be valuable. But in a larger company with high volume, it just doesn't work. The acquisition of talent requires three primary activities, and it's nearly impossible to be great at all three.

They are:

- Finding and attracting, aka “strategic sourcer”
- Connecting and selling, aka “relationship manager”
- Facilitating and Managing, aka “operations expert”

The most efficient talent acquisition organizations in the world organize for success by these three disciplines, allowing them to focus and specialize for lower costs and higher productivity. Managed well, an engaged team of strategic sourcers, relationship managers, and operations experts can deliver hires locally, regionally, or globally. And when this model is highly developed and deployed throughout successive time zones in Europe, Asia, and the Americas, recruiting can happen 24/7. Join Erin Peterson of Hewitt Associates for a discussion of the challenges and joys of a truly international, integrated talent acquisition model serving a global organization.

“ERE Expo 2009 was without a doubt one of the best recruitment and talent driven events I’ve ever attended.”

- Chris Hoyt (aka: RecruiterGuy), Associate Director of Talent Attraction, AT&T

1:30PM – 2:45PM

Breakout Session

Improving Recruiting Function Performance by Systematically Managing the Candidate Experience

John Sullivan

Professor, Author and Advisor to Management

Dr. John Sullivan & Associates

The candidate experience is a subject often discussed by recruiting leaders, but one few organizations ever dedicate any significant effort to executing well. Despite numerous studies that demonstrate candidate experience impacts an organization’s ability to hire, as well as its employment brand, new-hire time-to-productivity, and new-hire retention, nearly all organizations rely on recruiting processes that were designed from an organization-centric, administrative perspective that leaves candidates’ expectations dangling in the wind. Little thought is given to how the actual candidate experience supports or contradicts messaging about the employer brand, or provides candidates a realistic view into what life as an employee of the organization would be like.

This session is designed to introduce practical approaches to systematically identifying what candidate experience is needed by the organization, to communicate and align expectations among everyone involved in recruiting, and to execute a candidate experience that helps the business.

Specific topics will include:

- Understanding the known impacts of candidate experience
- Mapping candidate experience goals throughout the recruiting life-cycle
- Establishing candidate expectations with a candidate “bill of rights”
- Driving accountability with advanced candidate experience metrics
- Measuring the impact of candidate experience management efforts in your organization

2:45PM – 3:15PM

Coffee Break

Afternoon Networking Coffee Break



3:15PM – 4:15PM

Breakout Session

(especially for small/mid-size businesses)

Put Your Recruiting On a 12-Step Program

William Uranga

Director of Talent Acquisition

TiVo

Most small-medium businesses want to “make it big” some day. Typically the solutions include more process, funding, or increasing the already frenetic pace. Why be like everyone else? This session will include breakout roundtable peer discussions as well as William Uranga sharing about his recovery while at TiVo and how you can start yours.

3:15PM – 4:15PM

Breakout Session

Internships: Add Value and Look Ahead

Lauren Berger

CEO

Intern Queen Inc.

This session is all about adding value to your internship programs both existing and non-existing. Lauren Berger, The Intern Queen, will present new programming ideas, highlight employers with highly ranked internship programs, and explain how to constantly evaluate and re-evaluate your internship programs. Keep in mind, over 70 percent of college students have internship experience on their resume. This is a program not to miss!

“ **The networking opportunities are what makes this conference so valuable.** ”

Sheila Stygar, *Director, Talent Acquisition, PepsiCo*



3:15PM – 4:15PM

Breakout Session

Using Social Media to Attract & Engage Passive Candidates

Kat Drum

*Global Employment Brand Manager
Starbucks Coffee Company*

Starbucks is one of the most prolific users of social media. You'll find out how the employer brand and sourcing teams partner to take advantage of the largest consumer fan base on Facebook and all their Twitter followers. Learn how the employment brand and consumer brands work together to attract and engage passive candidates. Find out the results of Starbucks sourcers and recruiters using widgets and a powerful CRM tool and finally, find out how the company decides where to spend recruitment advertising dollars, and how it measures results.

3:15PM – 4:15PM

Breakout Session

Recruiting Disruption

John Sumser

*CEO & Founder
Two Color Hat*

John Sumser has been interviewing the key senior leaders in and around the recruiting industry as a part of his Top 100 Influencers project. In each conversation, he asks about the future of the industry. There's a consensus. Recruiting is going to morph dramatically.

As the economy moves out of the downturn, there are lots of changes in store for recruiters. New models, new tools, new demographics, and new economics are conspiring to change the face of the profession. John Sumser reviews the key forces, the impending changes, and the best career strategies for adapting. While everyone else is benchmarking last year's approach, find out what it takes to be a part of the new wave.

4:15PM – 5:15PM

Closing Session

A Final Swap

John Vlastelica

*Sr. Director, Global Talent Acquisition
Expedia, Inc.*

Here's one last chance to find out from other attendees about the sessions you may have missed, the tools they heard about but maybe you didn't, and the contact info you wanted to get but didn't catch. We'll have a free-for-all discussion where you can share your biggest takeaways from the conference and ask any final questions of your peers.



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