

2012 Spring
ereexpo
learn.network.recruit



MARCH 28-30, 2012
12TH ANNUAL ERE EXPO
San Diego, California

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

Dear Colleague -

I am excited to invite you our 12th annual ERE Expo conference in San Diego this coming Spring!

It is hard to believe as I write this, that it was 12 years ago when a (much younger) group of us came up with the idea to create an event for corporate recruiting professionals to share new ideas that simply weren't being discussed anywhere else in the establishment. That original motivation still very much holds true today as we prepare for ERE Expo 2012 Spring.

You probably haven't heard or met Julia Gomez, JetBlue's Director of People Analytics & Engagement, but you will at ERE Expo 2012 Spring ... and you'll be impressed. She'll talk about how they've built a workforce of brand ambassadors.

Same goes for Tonia Horton, Home Depot's Senior Director of HR Services. I bet you haven't heard her speak before, but you will at ERE Expo. Home Depot recently bucked the trend in the retail industry by centralizing big parts of its store hiring, including 60,000 seasonal workers. Tonia talks about what any company, retailer or not, can learn about the big cultural changes this effort involved.

And General Mills' Chief Staffing Officer Stephanie Lilak will talk about their social media strategy. But unlike most social recruiting stories you have heard, Stephanie will share the story behind the story ... the challenges, the ongoing battles, and how they have overcome them.

And that is just a small sample of what will be taking place in San Diego in March.

So take a look at the following pages or go online to www.ereexpo.com to see everything you will experience. Trust me, it will be well worth your time!

I look forward to personally meeting you in San Diego, and if you have any questions about why you need to join us in March, don't hesitate to contact me or my team directly!

Regards,



David Manaster
Founder & CEO
ERE Media, Inc.

PRE-CONFERENCE WORKSHOPS

Wednesday, March 28, 2012

10:00 AM – 1:00 PM

Pre-Conference Workshop

The Talent Management of Recruiting Professionals and Talent Acquisition Leaders



Joe Shaheen, *Managing Director*
Human Alliance Inc

Talent management is an important part of the organizational HR function. This management discipline is used to create a more effective and more engaged workforce. However, much of it is not applied to the management and development of recruiting professionals. Even though

recruiters are central to building a thriving organization, they are rarely managed well. Partly due to outdated assumptions or misconceptions, partly due to lack of resources or a clear ROI.

In this session, we will combine two disciplines that are sometimes considered two separate pieces of the human resource management puzzle, by applying the concepts of talent management to the recruiting professional and beyond.

In addition, we will discuss groundbreaking research (within the last year) that provides a very different perspective on what makes a recruiter successful.

Finally, we will challenge many prevalent assumptions about recruiting, recruiters, and the management of recruiters.

Topics that will be discussed will include:

- Demographics and career paths
- Performance management for recruiters; tangibles vs. intangibles; strategic vs. tactical systems; rewarding behavior vs. results
- Organizational structure and team development
- Team players vs. individual contributors
- Recruiters and their environments (agency, corporate, RPO)
- Learning & development and succession management (in the case of time constraining our activities, this segment will be omitted, but much of it will be weaved throughout the workshop).

This presentation is suitable for talent management practitioners, human resource managers, recruiters hoping to one day lead an organization, current recruiting leaders, managers, directors, vice presidents, and consultants engaged in employer branding, RPO or similar services.

10:00 AM – 1:00 PM

Pre-Conference Workshop

Social Media Minefields: Legal Problems in Recruiting Through Social Media



Gregory Cheng, *Employment Attorney*
Ogletree Deakins

Mary Wright, *Shareholder*
Ogletree Deakins



Social media is the world's No. 1 recruitment tool. Most professionals are taught how to get their company noticed on social media sites and, additionally, how to access information about candidates. What they may not realize, however, that in searching for candidates they may be violating numerous state and federal laws, and that their conduct can give rise to claims against them and their employer. Ms. Wright and Mr. Cheng will walk you through laws that intersect with social media recruiting, and provide practical tips on how to keep on the right side of

compliance issues.

10:00 AM – 1:00 PM

Pre-Conference Workshop
Sourcing Innovation Lab



Laura Stoker
Senior Director of Training
AIRS a Company of The RightThing, LLC

With a focus on providing successful and proven sourcing tactics that support diversity recruitment, social media, branding, advanced Boolean sourcing, and recruitment fundamentals, AIRS will share

the best of today's innovations for your current sourcing needs.

You'll get the newest and most efficient methods for finding top-notch passive talent on the web that can be implemented for immediate impactful results.

This session will explore:

- Social media in 2012. Exploring the ever-changing landscape of social media and how it can be harnessed and targeted to effectively locate quality passive candidates from any industry and any location.
- Seductive Sourcing. Attracting top talent to your pipeline and leveraging your network to expand your relationship base.
- Recruitment branding best practices using social media, search engines, mobile tools, QR codes, and more of today's candidate-friendly tools.
- Chrome and Extensions. Proven tactics for extracting resumes, profiles, attendee lists, membership directories and more from a wide array of search engines to build your

- candidate pool and increase your recruitment success.
- Mobile Recruiting. One of the most increasingly popular frontiers in passive candidate recruitment. We will explore mobile based recruiting tools, techniques, and best practices.
- Custom Search Engines, and More! Time-saving and organizational tools to help recruiters manage and target their searches and focus on candidate information that can lead to cost effective hires.

2:00 PM – 5:00 PM

Pre-Conference Workshop
Going Beyond the Job Description



Heather Kinzie, Consultant
A Leading Solution

We all know that employee "churn" hurts the organization and creates tons of work for the recruitment team. Turnover damages not just the bottom line but the organization's — and your reputation! Some of that's due to a bad description of a job that draws the wrong people who have the wrong expectations.

With that in mind, in this workshop you'll:

- Understand the primary purposes and "proposed audience" of a job description;
- Understand how to overcome the inherent flaws in a traditional and typical job description;
- Implement a practical five-step process to identify what an ideal candidate would look like; and

- Identify and implement a recruitment strategy to ensure ideal candidates are found.

2:00 PM – 5:00 PM

Pre-Conference Workshop
The Future of Talent: Challenges, Issues, and a Big Upside



Kevin Wheeler, President & Founder
Global Learning Resources

If you are facing talent shortages, skills gaps, high turnover, difficulty in hiring a specific type of person, or are just interested in how the world of talent is changing, this is the workshop you should attend.

Along with Kevin, you will explore trends, issues, and emerging practices. He will present some of the work that the Future of Talent Institute has been doing and then engage you in conversation over your specific issues. He will provide some examples of best practices and explore the positive, upside, of what's happening in the talent market.

This will be a highly interactive workshop where you will work in small groups to take on some of the issues presented and come up with potential solutions or ways to cope with them. He will circulate around and offer his views and suggestions.

Workshops and Events

At the end of workshop you'll have:

- A comprehensive view of the issues and a better understanding of your own issues
- A framework for dealing with emerging ones (and anticipating new ones)
- And some potential ways to deal with those you already face.

This is a great workshop for two or three people from the same company to attend.

2:00 PM – 5:00 PM

Pre-Conference Workshop

Recruiting Strategy: From Kick-Off to Fill



Cassandra Denny, *Recruiting Manager, Author, Speaker*
A Place for Mom

Recruiting expectations have changed, and so have the expectations of hiring managers. It is no longer the case that hiring managers just want their position filled; they now want to know what your recruiting strategy is and what steps

you're going to employ to get your job done. Hiring managers want to know that you have the ability and expertise to find skilled passive candidates for their openings. This workshop will walk through the entire recruitment process and teach some best practices as to how to better partner with hiring managers, communicate a sourcing strategy, and find hard-to-get passive candidates while optimizing your time.

Bring your laptop and one of your active positions and work through the material as it's presented. We'll walk through and use recruiting and sourcing tools that will allow you to find passive candidates. You'll leave your session with not only a recruiting strategy for your position but also a candidate pipeline and increased confidence in your ability to communicate with your peers and leadership about your recruiting plan.

In this workshop we'll cover:

- How to prepare for a recruiting kickoff meeting
- Cementing a partnership and engaging your hiring manager during your first meeting
- How to create and communicate a recruiting strategy
- Learn and use tools that will optimize your time and efficiency
- Creative ways to source for your position
- Interact and gain best practice scenarios from other participants

You will walk away with a recruiting and engagement strategy that you can implement right away. This workshop will be highly interactive. Be prepared to come work, network, and learn!

5:00 PM – 7:00 PM

Welcome Reception

Start the conference off with appetizers and beverages with your fellow attendees, speakers, and exhibitors.

Sponsored by **JIBE**

ere foundation
Educate a child. Feed a career.™

As has become tradition over the past few years, following the Welcome Reception we will be holding our charity poker tournament to support the ERE Foundation.

The tournament will take place on **Wednesday, March 28 at 8 p.m.**, and go until we have a winner, with **all proceeds going to the Foundation.**



Conference — Day 1

THURSDAY, MARCH 29, 2012



Conference—Day 1

THURSDAY, MARCH 29, 2012

“ The conference was one of the best conferences that I have attended. The speakers were knowledgeable and engaging. The conference venue was perfect. The pace of the conference was on point—not too overwhelming or slow. ”

- Patricia Harris, Staff Leader, Software AG

8:15 AM – 8:30 AM
Welcome Remarks

Stacy Van Meter
Talent Community Manager
Deluxe Corporation

Our Conference Chairperson, Stacy Van Meter, kicks off ERE Expo Spring and sets the stage for two days of learning and collaboration.

8:30 AM – 9:30 AM
Keynote Presentation
Creating a Workforce of Brand Ambassadors: The JetBlue Approach

Julia Gomez, *Director, People Analytics & Engagement*
JetBlue Airways

Are you hiring people who believe in the mission of the company? Are they promoters of the company or do they just need a job?

When your employees are also your best customers and promoters, you stand a better chance of impacting the bottom-line of your company with the people you bring in. Research is starting to show more linkage between employee productivity, engagement, and bottom-line business results. At JetBlue, people are the company's top competitive advantage and the company works to keep it that way. In this session, you'll hear how it's done.

9:30 AM – 10:00 AM
Coffee Break
Networking Coffee Break

Grab a cup of coffee or tea and mingle with fellow attendees during this networking break between sessions. For sponsorship opportunities, please contact kevin@ere.net or danielle@ere.net.

10:00 AM – 11:30 AM
Awards Presentation
ERE Recruiting Excellence Awards Presentation & Panel
John Vlastelica, *Managing Director*
Recruiting Toolbox Inc.

Forget those corny awards presentations where all the audience gets is to watch people smile and accept a trophy. This will be an interactive learning experience where you can ask your questions of the innovative companies leading the way in our industry. John Vlastelica moderates what has become a perennial ERE Expo favorite session.



11:30 AM – 1:30 PM
Networking Lunch

Enjoy a buffet lunch in the exhibit hall – mingle with other attendees, chat with speakers, and check out the latest and greatest from the recruiting industry's leading vendors. For sponsorship opportunities, please contact kevin@ere.net or danielle@ere.net.

1:30 PM – 2:30 PM
Breakout Session
Deloitte New Zealand's Social Recruiting Journey: From community to movement
Richard Long

Hear about Deloitte New Zealand's ongoing social recruiting journey. The firm's Facebook initiatives have succeeded in attracting top jobseekers, saving money, and receiving international recognition for pioneering different social technologies for use in recruiting.

Hear its story, and what it learned, as it set about transforming its current community into an active, collaborative, and energized movement. Learn of its plans with social gaming and mobile technologies. See how it aims to blur the lines between recruiting, corporate and social responsibility, and marketing, with the ultimate goal to build a community of jobseekers who are even more emotionally connected to Deloitte's brand and values.

“Overall - AWESOME”

- Morgan Hoogvelt, Director of Talent Acquisition, Clear Channel

1:30 PM – 2:30 PM

Breakout Session

How to Build a Frontline That Helps Build Your Bottom Line

Mel Kleiman, *Founder & President*
Humetrics

The best ways to recruit, select, engage, and retain hourly, frontline workers are not the same as those you use to hire salaried employees because these folks look for jobs differently and make career decisions differently. This session focuses on these differences and shows you how to find and hire a frontline staff that boosts profitability, increases customer satisfaction, and makes going to work more enjoyable and FUN for everyone. Specifics include how to take advantage of The War for Talent versus The War for Jobs; the six questions you need to ask yourself before you recruit anyone; and avoiding the most-common mistake recruiters make when it comes to finding and hiring frontline workers. Learn the five best sources of great frontline employees and what great frontline people of every generation want from their jobs.

2:30 PM - 3:00 PM

Coffee Break

Networking Coffee Break

Grab a cup of coffee or tea and mingle with fellow attendees during this networking break between sessions.
For sponsorship opportunities, please contact kevin@ere.net or danielle@ere.net.

3:00 PM – 4:00 PM

Breakout Session

Brands Undercover: A Behind-the-Scenes Look at Authentic Employer Branding in the Digital World

Jody Ordioni, *President*
BRANDEMiX

The biggest mistake brands make is failing at consistency and authenticity. This session will arm you with useful information by looking at both best practices and “worst practices,” illustrating what to do and what not to do to make sure your brand is authentic and differentiated in the talent marketplace. You’ll learn how to strengthen your employer brand across all media by studying both successes and failures in the world of digital branding.

Whether you’re beginning your branding effort or re-branding a well-known name, the lessons here will help you ensure that your brand is clear, consistent, and compelling to consumers, employees, and job applicants.

3:00 PM – 4:00 PM

Breakout Session

You Can’t Afford “Unemployed Need Not Apply”

Ronald Katz, *President*
Penguin Human Resource Consulting, LLC

We all know how dire the unemployment situation is. Almost one third the nearly 14 million unemployed people in this country have been out of work a year or more. They describe

themselves as the ghosts of the workplace.

Ron Katz has worked with people on both sides of the interview desk. In this interactive session he’ll help you to understand the special challenges and benefits when recruiting those labeled “long-term unemployed,” including managers’ reluctance to consider them as well as applicants’ distrust of corporate America. He’ll outline the boatload of benefits to your organization and offer tools to get them back into the workforce.

3:00 PM – 4:00 PM

Breakout Session

Home Depot’s New Way of Hiring...60,000 People

Tonia Horton, *Senior Director of HR Services*
The Home Depot

Kevin Wheeler, *President & Founder*
Global Learning Resources

Retailers tend to hire on the store level, but not Home Depot anymore. It has centralized big parts of its store hiring — screening and interviewing tens of thousands of people, including 60,000 during its spring busy season. Tonia Horton, Home Depot’s senior director of human resources services, talks about what any company, retailer or not, can learn about the big cultural changes this effort involved. Kevin Wheeler interviews her.

“You continually do a great job of creating the best recruiting conference in the nation.” - Patti Breckenridge, Recruiting Manager, Publix Super Markets

4:00 PM – 4:30 PM

Coffee Break

Networking Coffee Break

4:30 PM – 5:30 PM

Breakout Session

“Topic to Come”

John Sullivan

Dr. John Sullivan & Associates

The “topic to come” title you see isn’t a typo or a placeholder. It means we don’t know what this session will be about, and neither does the speaker, long-time ERE author Dr. John Sullivan. Right there on the spot, in the room, he’ll ask you what you want to talk about, make a list of the ideas, and hold a vote. And whatever wins — he’ll have to share his thoughts on the topic, and will lead a discussion about it to get your insight. We’re sure it’ll be an interesting and informative session, contain actual recruiting suggestions, examples, and takeaways...we just don’t know yet what about!

4:30 PM – 5:30 PM

Breakout Session

Training Recruiters

Larry Clifton, SVP Recruiting & Workforce Planning
CACI

Larry Clifton, leader of the team honored for the recruiting department of the year last year, leads this discussion about developing your recruiting staff. Come prepared to participate as much as listen. Clifton will ask you how you currently handle recruiting training. He’ll then share CACI’s approach and how it has helped created results — and bigger checks for recruiters.

4:30 PM – 5:30 PM

Breakout Session

College Recruitment For the 99%

Becky Wilcox, Head of Global Talent Acquisition
Orbitz Worldwide

You know you need a college recruitment program but you don’t know where to start. You have a limited budget and have to compete against large companies that have already blanketed the schools with messaging and recruiters. You can’t outspend them, so you are going to have to do something differently.

If you lead recruitment at a small or mid-size company, building a successful college recruitment program can be a challenge. In this session, Becky Wilcox will share how Orbitz raised its visibility at the top engineering and MBA schools and significantly improved candidate quality, and candidate

acceptance rates. Join this session to hear how small, inexpensive touches can make all the difference in improving your outcomes. Learn how to engage senior leadership and the employee base to extend your recruiting resources, how to be more strategic about school selection, and how to improve your employment brand on a shoestring.

If you need to compete against the big brands on campus and want to successfully attract the top talent, this session is for you.

5:30 PM – 7:30 PM

Networking Reception

Wind down the day with drinks and appetizers in the exhibit hall — a great opportunity to see what fellow attendees learned that day. Don’t miss out on this chance to engage your colleagues in discussions about the challenges facing our industry. For sponsorship opportunities, please contact kevin@ere.net or danielle@ere.net.

Conference — Day 2

FRIDAY, MARCH 25, 2011



Conference — Day 2

FRIDAY, MARCH 30, 2012

“ERE Expo is the world’s premier Global Recruiting Event, attended by the finest recruitment talent and strategy thinkers in the world today. Recruiting leaders and their team that are not represented are seriously missing out on learning from cutting edge thinkers and hence letting down their company and setting them back in the Global War for Talent.”

- Matthew Jeffery, Head of EMEA Talent Acquisition & Global Talent Brand, Autodesk

“The sessions were great, the networking opportunities are even better!”

- Lance Abisoror, Executive Talent Scout, Nike

9:15 AM – 9:30 AM

Opening Remarks

Stacy Van Meter, *Talent Community Manager*
Deluxe Corporation

Stacy Van Meter, Conference Chair, recaps yesterday's sessions and highlights today's discussions.

9:30 AM – 10:30 AM

Keynote Presentation

Be The Purple Cow: Standing Out and Attracting Top Talent

Joel Spolsky, *CEO*
Stack Exchange

Even when the job market is tough and hiring should be easy, attracting and retaining the best talent — the people you need to make a company great — is always hard. For the past 12 years, Joel Spolsky has built two companies that specialize in creating a “quality over quantity” environment and are internationally recognized as having two of the highest-quality teams in the world. Find out what lessons have been learned and how companies and recruiters can create an environment that gives them an edge over their competition.

10:30 AM – 11:00 AM

Coffee Break

Networking Coffee Break

Grab a cup of coffee or tea and mingle with fellow attendees during this networking break between sessions. For sponsorship opportunities, please contact kevin@ere.net or danielle@ere.net.

11:00 AM – 12:00 PM

Breakout Session

Lou's Rules for Taming Hiring Managers and Hiring Great People

In order to hire great people — especially if you don't have the big brass employer brand — you need a great job and a great hiring manager. According to Lou Adler, this means you have to eliminate the use of traditional skills-infested job descriptions and get your hiring managers to rethink your opportunities from the outside in, rather than inside out. This means everything you do must be from the perspective of the hot passive candidate, who is fully employed and is looking for a growth opportunity, not a lateral transfer. If the supply of great talent is far less than demand, you won't want to miss this session.

Key topics covered include:

- Converting your job descriptions into growth opportunities by leading with the future and minimizing the past.
- Four things you must do to get your hiring managers to think like a hot prospect.
- Discovering how to increase the pull of your job postings and emails by 300%!

11:00 AM – 12:00 PM

Breakout Session

Part 1 of 2: The Future of Recruiting 2020 – Group Discussion

Paul Hamilton, *Director, Talent Acquisition Strategies & Operations*
BMO Financial Group

Have you ever wondered where the recruitment industry is headed? Have you asked yourself “how will recruitment in 2020 be different than it is today”? In part 1 of this highly interactive session, you will go on a journey as we begin to explore the future of recruiting. The group will discuss several of the major future trends that will impact our industry and where we are going. There will be active participation where every idea is worth sharing.

There will be three areas of focus for the conversation:

PEOPLE:

- How will the candidate & hiring manager experience change in the future?
- What skills will the recruiter of the future need to be successful in 2020?

- Will candidates be hired more on skill, their potential, or their ability to perform?

PROCESS:

- How much will workforce planning play a role in driving the recruiting and hiring process?
- What will the recruitment model look like in the future?
- How will sourcing candidates be different tomorrow than it is today?

TECHNOLOGY:

- What role will social media play in the future?
- Will the ATS and CRM still be relevant in 2020?
- What productivity-enablers will need to be invented in order to support recruiters of the future?
- Be a part of think-tank session and help define the future landscape of recruitment. Are you ready?

11:00 AM – 12:00 PM

Breakout Session

A Frank Discussion About Global Recruiting

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

Roel Lambrichts, *Head of Talent Acquisition Europe*
Coca-Cola Enterprises

Danielle Monaghan, *Director, Human Resources, North Asia*
Cisco Systems, Inc.

“Global recruiting” is a currently a buzzword in our profession. There are discussions in boardrooms all over the world about

how to use global talent pools to fill key gaps inside of organizations. Local recruiting and staffing processes are not consistent around the world, and there are significant differences from region to region as to how talent acquisition processes are executed. Join global talent acquisition strategy consultant Jeremy Eskenazi and two corporate recruiting leaders, one from Cisco in the Asia/Pacific region and one from Coca-Cola Enterprises in Europe, to discuss how true global recruiting is really delivered inside of large corporate environments. Join the conversation about the challenges and obstacles of cross-border recruiting, the unique idiosyncracies of cultural and legal differences within regions, and how even though business is global, most recruiting is inevitably local.

12:00 pm – 1:30 pm

Networking Lunch

Enjoy a buffet lunch in the exhibit hall – mingle with other attendees, chat with speakers, and check out the latest and greatest from the recruiting industry’s leading vendors. For sponsorship opportunities, please contact kevin@ere.net or danielle@ere.net.

1:30 PM – 2:30 PM

Breakout Session

Behind General Mills’ Social Media Strategy

Stephanie Lilak, *VP, Chief Staffing Officer*
General Mills

You’ve heard the conference sessions and read the articles about why you should be doing the social media thing, and how you need to be as much “social” as you are “media” and on and on. This isn’t that. Stephanie Lilak, General Mills’ Chief Staffing Officer, talks about the story behind the story. She talks about the challenges in creating a social media strategy for her company. She talks about the tricky task of continuing the company’s “high-tough” hiring process as it went digital. She talks about the ongoing demands of keeping talent engaged and present in each of the social channels. Most of all, she’ll tell you how she and her team overcame these challenges. Jennifer McClure interviews Lilak, who’ll take plenty of your questions.

1:30 PM – 2:30 PM

Breakout Session

Creating a Great Candidate Experience Without a Big Budget, Big Staff, or Big Brand

Gerry Crispin, *Co-Founder*
CareerXroads

Chad Godhard, *Director, Recruiting*
Sage

Amelia Merrill, *Head of Talent Acquisition*
RMS

Some advice on the hiring process that'll work even if you're not a Fortune 500 firm. Gerry Crispin interviews two of the winners of a new award for providing a good candidate experience. He'll involve you — the audience — with some quick polls to see how your experience compares to some of the best practices when it comes to handling the “did you get my resume?” questions; contacting rejected applicants; and employee referrals.

1:30 PM – 2:20 PM

Breakout Session

Part 2 of 2: Recruitment Idol 2020 – Extreme Team Edition

Paul Hamilton, *Director, Talent Acquisition Strategies & Operations*
BMO Financial Group

What do you get when you mix recruitment professionals with a little bit of creativity, competition, performance, and fun?

Recruitment Idol 2020 – Extreme Team Edition! Six teams comprised of recruiters attending the conference will be given one hour to create a new recruitment product, solution, or service that will help recruit top talent in the year 2020. The Recruitment Idol teams will have to prepare and deliver a 3 – 5 minute presentation that will introduce their recruitment solution to the world – the world of ERE that is.

2:30 PM – 2:45 PM

Coffee Break

Networking Coffee Break

Grab a cup of coffee or tea and mingle with fellow attendees during this networking break between sessions. For sponsorship opportunities, please contact kevin@ere.net or danielle@ere.net.

2:45 PM – 3:45 PM

Breakout Session

Recruiting Department of 1

Jennifer McClure, *President*
Unbridled Talent, LLC

Your company is still young and you don't have a big department yet. Or, your company slimmed down and is making do with less. Either way, this session's for those non-Fortune-500 companies with tiny recruiting departments where you're finding yourself doing a little bit of everything. Get tips from your peers as to how to stay sane and recruit against bigger-name, bigger-money competitors.

2:45 PM – 3:45 PM

Breakout Session

Metrics 2012

Andrew Gadomski, *Founder*
Aspen Advisors

Learn how companies are using metrics to evaluate recruiting performance and how to adjust resources to be effective as leaders from human capital analytics departments at MorganStanley, AonHewitt, and others present their best practices (and failures). The presentation and panel will be moderated by Andrew Gadomski of Aspen Advisors. The presentation will start with a comparative analysis of dozens of companies who have submitted their metrics, and will be followed by commentary by the panel on practices and know-how.

2:45 PM – 3:45 PM

Breakout Session

Ask An Attorney

Mary Wright, *Shareholder*
Ogletree Deakins

An open-ended session for an employment law attorney from a top firm to tackle your tough questions. She'll spend a few (5-10) minutes at the beginning telling you about some of the most common areas of concern she's seeing among your peers. Then, it's open for your recruiting-law questions, from social media to assessment, from background checks to immigration, from non-competes to discrimination, and more.

the
2012 **ere**

**RECRUITING
EXCELLENCE
AWARDS**

San Diego - March 29, 2012



**APPLY TODAY FOR THE INDUSTRY'S MOST PRESTIGIOUS
RECRUITING AWARD**

This is your chance to share how your recruiting success is helping your business — and in many cases furthering the recruiting profession. Whether it's your your careers website, your referral program, retention program, military recruiting program, your branding initiative, or another talent strategy, this is your best chance to showcase what's working at your organization.

Enter today for the 2012 ERE Recruiting Excellence Awards. All entries are due January 6 by 11:59 p.m. Eastern Time - the end of the day.

We are currently accepting applications in eight categories, and the winners will be announced at ERE Expo 2012 Spring San Diego.

For complete information and categories, visit: www.ereawards.com!

Join us in San Diego this year!

12TH ANNUAL ERE EXPO!





ERE Expo 2012 Spring will be held at the world-class conference facilities of the Manchester Grand Hyatt in San Diego, CA. All ERE Expo events — educational sessions, receptions, tradeshow activities — will be held at the Hyatt.

Single/Double rooms are available to ERE Expo 2012 Spring attendees for \$235 per night plus state and local taxes (currently 10.5%). These rates are available for reservations made on or before March 8, 2012.

To make reservations, book your rooms online by [clicking here](#) or call The Manchester Grand Hyatt directly at 888-421-1442 and identify yourself as an attendee of the ERE Expo 2012 Spring.

Please contact Amy Suits, ERE's Conference Coordinator, at (212) 671-1181 ext. 813 or amy@ere.net if you have any questions or concerns regarding your reservations.

Platinum Sponsors



Gold Sponsors



Silver Sponsors



EXHIBITORS

ADP • Allegis Group Services • BrightMove, Inc. • FINS from The Wall Street Journal • iCIMS • JIBE • JobFox • OneWire
SkillSurvey, Inc. • TalentCircles • TalentWise • Virtual Job Tryout • WANTED Analytics

For more information about how to become a sponsor or exhibitor at ERE Expo 2012 Spring contact Kevin Plantan at (212) 671-1181 ext. 804, or email kevin@ere.net.



register today!

Order early and save up to \$600. Invite your coworkers along and save up to \$700 on each additional ticket you purchase after the first. No matter what your needs, we've got a price that's right for you and your organization.

	Full Conference Pass	Exhibit Hall Only
November 23, 2011 Save \$600!!!	\$895	\$150
December 23, 2011	\$995	\$150
January 20, 2012	\$1095	\$150
February 27, 2012	\$1195	\$150
March 2, 2012	\$1295	\$150
March 27, 2012	\$1395	\$150
Onsite Registration	\$1495	\$200

Receive \$100 off of full conference registrations only with a group of two or more attendees. Use product code TEAM1 (not valid for exhibit hall only passes) Attend pre-conference workshops for an additional \$395 per workshop, per attendee

Note: Registration for this event is being managed by ERE Media, producer of ERE Expo 2012 Spring.

payment details:

- Invoice Me
- Check Enclosed For \$ _____ (Payable to ERE Media, Inc.)
- Pay By Credit Card \$ _____ Check one: Visa MC AMEX
- Card No. _____ Exp. Date _____

5 easy ways to register!

- Online: **www.ereexpo.com**
- By Email: **expo@ere.net**
- By Phone: **212.671.1181**
- By Fax: **801.749.9587**
- By Mail: **217 Thompson Street, Suite 202
New York, NY 10012**

registration card

Enter # of tickets you are purchasing _____

Attendee #1

Conference Only

Pre-Conference Workshops: (\$395 each or \$790 for two)

Please select one morning workshop and/or one afternoon workshop.

Morning Workshops (\$395 each)

- The Talent Management of Recruiting Professionals and Talent Acquisition Leaders
- Sourcing Innovation Lab

Morning Workshops (\$395 each)

- Social Media Minefields: Legal Problems in Recruiting Through Social Media

Afternoon Workshops (\$395 each)

- Going Beyond the Job Description
- The Future of Talent: Challenges, Issues, and a Big Upside
- Recruiting Strategy: From Kick-Off to Fill

Name _____

Job Title _____ Company _____

Street Address _____ City _____ State _____ Zip _____

Phone _____ Email Address _____



217 Thompson Street
Suite 202
New York, NY 10012

PRSRT STD
U.S. Postage
PAID
Suttle-Straus
53597

Product Code

Please use this code when registering online or by phone.