

First Annual Recruitment Learning Conference

September 29 - 30, 2009
Chicago Marriott Downtown

The Only Conference Created to Deliver “How To” Sessions that provide the Knowledge and Skills you need **Today** that you can Begin Using **Tomorrow**.

Everyone says that Recruiting has Changed...but has it really? The best Recruiting and Talent Acquisition Professionals are gathering to share challenges, tried and true methods, successes and the “how to” steps that you can learn from and utilize in your own position.

All Participants Benefit from Every Session!
You will learn the following and more:

- **HOW TO** Bring Innovation to Recruiting that delivers New Solutions, New Efficiencies, and Revenue to your Organization
- **HOW TO** Re-engineer your Website's Staffing Pages to Leverage the Candidate Experience
- **HOW TO** Build an Internal Executive Search Function
- **HOW TO** Perform Competency-based Sourcing
- **HOW TO** Engage your Organization in Building Proactive Talent Pipelines

\$150 DISCOUNT!
If you Register by
August 14th, 2009

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AGENDA AT A GLANCE

SEPTEMBER 29

- 7:30 a.m. Registration and Continental Breakfast
- 8:00 a.m. Stephen Lowisz, *President & CEO; Qualigence*
Opening Remarks
- 8:15 a.m. Lee Ashton, *VP and Director of Talent Acquisition; Brown-Forman Corp.*
HOW TO Create a Talent Acquisition Organization that Supports Global Recruiting Initiatives
- 9:15 a.m. Celia Harper-Guerra, *Sr. Director, Global Partner Talent; Worldwide Cisco Channels Cisco Systems*
HOW TO Bring Innovation to Recruiting that delivers New Solutions, New Efficiencies, and Revenue to your Organization
- 10:15 a.m. 15 Min. Break
- 10:30 a.m. Stephen Lowisz, *President & CEO; Qualigence*
HOW TO Gain a “REAL” Competitive Edge to Identify and Attract Today’s Top Talent
- 11:30 a.m. Melissa McMahon, *Sr. Director Talent Acquisition; CDW*
HOW TO Engage your Organization in Building Proactive Talent Pipelines
- 12:30 p.m. Lunch
- 1:30 p.m. Gerry Crispin SPHR, *Chief Navigator, CareerXroads*
HOW TO Re-engineer your Website’s Staffing Pages to Leverage the Candidate Experience
- 2:30 p.m. Teresa Green, *Sr. Director of Recruitment; Capital One*
HOW TO Build an Internal Executive Search Function
- 3:30 p.m. 15 min. Break
- 3:45 p.m. Phil Haynes, *Managing Director; AllianceQ*
HOW TO Perform Competency Based Sourcing: The Recruiting Department’s Impact on Quality of Hire
- 4:45 p.m. Christine Snyder, *VP Talent Attraction; LexisNexis*
HOW TO Establish Structure and Accountability that delivers Measurable Results in a Decentralized Recruiting Organization
- 5:45 p.m. Sessions Conclude for Day #1
- 5:45 p.m. Cocktail and Hors’ d’oeuvre Reception - 1 Hour

SEPTEMBER 30

- 8:00 a.m. Continental Breakfast
- 8:30 a.m. Doug Anderson, *VP Talent Management Services; Kennedy Information*
HOW TO Use Recruiting Research and Trends to Benefit you in Your Position
- 9:30 a.m. Jennifer Warne, *Global Recruiting Director; Towers Perrin*
HOW TO Become a more Credible Partner by delivering High Value Client Service during times of Economic Uncertainty
- 10:30 a.m. 15 Min. Break
- 10:45 a.m. Daniel Hanyzewski, *Director of Talent Acquisition; (formerly with Nike) Principal/West Shore Partners*
HOW TO Uncover and Attract the “New” Human Capital Supply Chain
- 11:45 a.m. Shawn Harter, *VP, Director of Recruiting; Fifth Third Bank*
HOW TO Change from a Decentralized to a Cost-Effective, Producing Centralized Recruiting Group
- 12:45 p.m. Stephen Lowisz, *President & CEO; Qualigence*
Closing Remarks and Introduce Speakers Panel
- 12:45 p.m. All Speakers “Open Mic” Q & A Session
- 1:30 p.m. Sessions Conclude for Day #2 -
Conference Ends



Lee Ashton, VP and Director of Global Talent Acquisition; Brown-Forman Corp.

HOW TO Create a Talent Acquisition Organization that Supports Global Recruiting Initiatives

It's one challenge to know the talent acquisition needs of your organization in every country that it operates, and it's another challenge to instill a proactive approach to identify and hire the right talent for every position. Research has shown that there is greater value gained by hiring passive compared to active candidates. But proactively, this must be taken a step further.

It's about building infrastructure and corporate competencies to “know” who the best talent is in each market/country and using the right processes and resources to turn them into hires for your organization. This talent acquisition leader has successfully accomplished this challenge at two large, global organizations. This session will teach you how to:

- Identify what levels of support are needed globally
- Identify what competencies are needed to successfully acquire the best talent in the market
- Build an internal recruiting structure and processes that can successfully execute to the established recruiting objectives
- Optimize your utilization of external recruiting partners and support



Celia Harper-Guerra, Sr. Director, Global Partner Talent; Worldwide Cisco Channels Cisco Systems

HOW TO Bring Innovation to Recruiting that delivers New Solutions, New Efficiencies, and Revenue to your Organization

In today's market, companies need their recruiting teams to “think out of the box”. Traditional recruiting has evolved to innovative recruiting where recruiters are expected to build “high performance teams” that not only drive productivity but increase profitability. They are also expected to take a big picture approach and to look at the overall business rather than focus primarily on their immediate organizations. This creates recruiting leaders that are valued as they are viewed as a key business partner in driving profits to their company's bottom line. Hear from a leader that has implemented innovative recruiting processes and strategies that have changed the business platform and have been instrumental in contributing towards business revenue growth. In this session you will learn how to bring value to your executive leaders by...

- Developing strategic recruiting processes that demand accountability and deliver results
- Building an unprecedented talent management strategy impacting the bottom line while bringing value to you and your business leaders
- Leveraging new technology solutions to scale talent management strategies while increasing employee productivity



Stephen Lowisz, President & CEO; Qualigence

HOW TO Gain a “REAL” Competitive Edge to Identify and Attract Today’s Top Talent

Everyone talks about the need to have a competitive edge in recruiting today's top talent. The problem is that most recruiting strategies employ the same sourcing and recruitment methods that their competitors do. So if everyone has access to the same information, how can you have a competitive edge? The reality is that you can't! The goal of every employer is to be different: How they identify potential candidates, how they engage potential candidates and how their brand attracts candidates are just a few examples where you can gain a competitive edge. It all starts with understanding what having a competitive edge really means and if it's really necessary. This session will...

- Give you understanding of what a competitive edge really is
- Teach you how to determine if you have a “REAL” competitive edge
- Show you how to evaluate your own business to determine attributes that can make your organization different than others
- Provide you with various tools and techniques and how to utilize them to give you a “REAL” competitive edge



Melissa McMahon, Sr. Director Talent Acquisition; CDW

HOW TO Engage your Organization in Building Proactive Talent Pipelines

Talent pipelining is critical to the current and future talent needs of your organization. Building talent pipelines should not be done by recruiting alone. By understanding critical positions, talent gaps and resource requirements in your organization, you will learn to better utilize the power of your existing sourcing solutions, your network and the network of your executives.

You can be prepared for when economic conditions change and your company is ready to aggressively hire. Start now to build quality candidate pipelines that meet the talent requirements for your organization. This session will teach you how to:

- Understand the critical positions and talent/skills gaps in your organization
- Take advantage of the current economic condition to prepare for your next spike in hiring
- Engage your executives in the talent sourcing and pipeline building process
- Develop tools for building and tracking talent pipelines
- Successfully develop relationships with passive candidates



Gerry Crispin SPHR, Chief Navigator, CareerXroads

HOW TO Re-engineer your Website’s Staffing Pages to Leverage the Candidate Experience

The nuts and bolts of designing your company's staffing pages often miss the most obvious opportunities to target and influence the highest qualified candidates and simultaneously help those who will not be hired to select themselves out. The world's most competitive firms set goals and objectives to uncover, expand and enhance relationships with leads, prospects and candidates - often well in advance of approved openings. This session will critically examine company best practices drawn from CareerXroads' best practices colloquium research, and annual reviews of the staffing pages of the Fortune 500 and the 100 Best Companies in America to Work For lists. You will take away...

- A better and more behavioral understanding of the candidate's experience that you are striving for
- A checklist to audit your firm's staffing website
- Specific changes you can implement to improve your website and bring it into alignment with your staffing process and your company EVP



Teresa Green, Sr. Director of Recruitment; Capital One

HOW TO Build an Internal Executive Search Function

It is not only important to find quality talent, but it is just as important in companies today to do so as cost-effectively as possible. So instead of solely outsourcing your search function, why not bring it internal? Is it possible to gain the same quality talent? Is there a need for search firms in your business model? Hear how a recruiting leader successfully met the challenge of building an in-house firm. This session will teach you how to:

- Build trust and credibility with internal clients so they view you as the best resource for acquiring top talent
- Build a structure and process for sourcing potential candidates
- Utilize multiple methods to attract top candidates
- Know when it is appropriate and justifiable to outsource

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Phil Haynes, Managing Director; AllianceQ

HOW TO Perform Competency Based Sourcing: The Recruiting Department's impact on Quality of Hire

Increasing the Quality of Hire (QOH) is the ultimate goal of every recruiting department. Or at least it should be. However, no one has clearly demonstrated how a Recruiter can positively affect QOH through strategic sourcing,

until now. In this presentation, you will...

- Understand what Quality of Hire is and how, as a measurement of Recruiting effectiveness, it can be used to create sourcing strategy.
- Deconstruct the QOH measurement into specific competency sourcing maps
- Discover a methodology for understanding what TRULY makes a quality hire before you make it
- Understand how to sell these concepts internally.



Christine Snyder, VP Talent Attraction; LexisNexis

HOW TO Establish Structure and Accountability that delivers Measurable Results in a Decentralized Recruiting Organization

Some of the largest organizations rely on one small centralized recruiting group to create and deploy best recruiting practices across the entire company. It's important to have an impact on every aspect of recruiting from the employment value proposition thru on-boarding, across thousands of positions and numerous locations throughout the U.S. and globally...all demanding immediate attention. How do you prioritize? And how do you attract the best talent for the job? This challenge requires process, accountability, engagement and constant communication. Learn from a Talent Acquisition professional that mastered this process – with measurable results! This session will teach you how to:

- Leverage expertise both within and outside of the recruiting staff
- Focus efforts in the areas that are most valuable for your organization
- Gain buy-in from HR and Hiring Managers
- Achieve economies of scale
- Allow flexibility to meet unique recruiting needs of individual businesses, functions and geographies



Doug Anderson, VP Talent Management Services; Kennedy Information

HOW TO Use Recruiting Research and Trends to Benefit you in Your Position

Recruiting articles, trends, research and reports are endless. There is rarely time to review and learn from just a fraction of them. However, this type of information exists for a reason. It is information for you to learn from and utilize in your position, when appropriate. Having insight into current trends and reports in your industry also increases your credibility as an informed professional in your organization. This session will highlight two significant research reports currently being prepared by Kennedy Information...“Trends in Employment Branding” and “Best Practices in Corporate Recruiting” (not yet available). Both provide vital facts that are timely in today's recruiting environment. This session will...

- Provide you with key details in two current recruiting-focused research reports
- Show you the value that research reports, recruiting data, and trend information can bring you as a recruiting professional
- Provide you with a list of various recruiting resources for obtaining research, trends, data, reports, and articles that are relevant to recruiting and easily accessible



Jennifer Warne, Global Recruiting Director; Towers Perrin

HOW TO Become a more Credible Partner by delivering High Value Client Service during times of Economic Uncertainty

Businesses are more conservative in their spending during times of economic uncertainty and recruiting initiatives are normally among the first to be placed on hold as businesses tighten their belts to weather the storm. This is only one of many reasons that forces recruiting to work closely with their internal clients to provide them with new ideas and strategies to achieve their goals. Recruiting must re-shape it's deliverables, messaging and value proposition accordingly in order to deliver high value service to their clients. It is important, now more than ever, for recruiting to be respected and viewed as a business partner to your internal clients. You will learn how to:

- Evaluate your own client relationship management performance and learn techniques for enhancing it
- Gain insight of your clients business objectives and utilize their challenges and obstacles as an opportunity to provide new solutions
- Strengthen your internal client relationships via consistent communication, attention, and focus on their needs



Daniel Hanyzewski, Director of Talent Acquisition; (formerly with Nike) Principal/West Shore Partners

HOW TO Uncover and Attract the “New” Human Capital Supply Chain

In as little as 3 years, close to 65M professionals will be leaving the workforce as over 70M individuals will be entering the workforce – all of which have less than 3 years business experience. This enormous talent turnover changes everything. The way you recruit tomorrow is not the way you recruit today and the jobs that you recruit for today will not exist tomorrow. As an employer of choice, how do you make yourself relevant to this unique group of millennials? And how do you choose which young talent will keep your organization growing? This session will teach you how to:

- Personalize options to empower the prospect or candidate experience.
- Become digitally proficient in bringing candidate's utility with interesting widgets that are included in their digital lives.
- Apply data informed concierge services that establish and extend your Brand.
- As a progressive brand, leverage the “crowd” as a source for creative connection to a candidate base.
- Be relevant in the green economy.



Shawn Harter, VP, Director of Recruiting; Fifth Third Bank

HOW TO Change from a Decentralized to a Cost-Effective, Producing Centralized Recruiting Group

Any process that is decentralized can be difficult to manage, enforce accountability, and obtain successful results. One that encompasses recruiting for various positions in various locations would be extremely challenging, but is a reality in many organizations. Although you may always have numerous locations you have to recruit for, structure is necessary to deliver the successful results you want, in the timeframe you expect. In this presentation, you will learn...

- The business issues and challenges that are caused by a decentralized recruitment model
- The benefits and advantages of a centralized recruitment model
- How to change from a decentralized to a centralized recruitment group along with the organizational roadblocks encountered

This conference is designed to provide the answers to questions like “How do I do that?”, “Where do I start?”, and “What do I do first?” Participants will receive the answers to these questions on various recruiting topics and challenges that are being faced by today's companies. The First Annual Recruitment Learning Conference is perfect for Directors, Vice Presidents, and Managers that are responsible for:

- Recruiting
- Sourcing
- Retention
- Talent Acquisition
- Succession Planning

The First Annual Recruitment Learning Conference is scheduled at the beautiful Chicago Marriott Downtown Magnificent Mile, 540 North Michigan Avenue, Chicago, IL 60611.

An efficient low room rate of **\$159** is reserved for conference participants for the nights of **Monday, September 28th and Tuesday, September 29th.**

The deadline for reservations is **September 14, 2009**, or when all rooms are booked.

Please call **800-228-9290** to make reservations and mention conference code “**LRC.**”



Five Easy Ways to Register



Online: www.qualigence.com



Email: clasalle@qualigence.com



Call: 734-432-6300



Fax: 734-432-6776



Mail: 35200 Schoolcraft Rd. • Livonia, MI 48150



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Efficient Conference Cost: \$895 pp [\$750 if Registered by 8/14/09.]

First Name: _____

Last Name: _____

Title: _____ Company Name: _____

Address: _____

Telephone: _____

Email: _____

Form of Payment: Credit Card *Email Invoice *Send Invoice Regular Mail

Credit Card Type: MasterCard Visa Amex

Credit Card Number: _____

Name on Card: _____ Exp. Date: _____

* Full payment must be received by 9.14.09.



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