

SOCIAL
MEDIA 101

SOCIAL MEDIA

101 HANDS-ON GUIDE TO SOCIAL MEDIA FOR RECRUITMENT

Twitter, Facebook, LinkedIn –
skip through the clutter

Prepare for the future
of mobile recruiting

Know your limits and social
media governance

Build online communities and
talent pools that stick

Measure the return on
investment of your social
recruiting strategy



australasian
talent
conference



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conference

MELBOURNE 2010

THURSDAY, 2ND DECEMBER 2010

www.atcevent.com/socialmedia



Social Media 101

A Hands-on Guide to Social Media Recruitment

Social media has fast-become mainstream, making an appearance in every recruiter's candidate attraction toolkit, and replacing job boards and other traditional recruitment methods to some degree.

The increasing use of web-based applications has changed the way we communicate with candidates and with each other. Tools such as Twitter, Facebook, and LinkedIn allow us to be more creative in the way we connect with people, while candidates are looking to these tools to learn about organisations and locate available positions.

In today's tech-savvy environment every recruitment professional, be it internal or agency, needs to be a master of social media. They must learn how to leverage it to attract, engage and even screen potential candidates. It is essential to have a strategy in place and to be able to use social media as the foundation of your employment brand.

The HR and recruitment industry's leading event organisers, the Australasian Talent Conference (ATC), is pleased to present its second annual social media conference:

Social Media 101: A Hands-on Guide to Social Media Recruitment
Melbourne, Australia. Thursday, 2nd December 2010.

The event will help recruiters unlock the opportunities that exist in this new world of networking and uncover the synergies and opportunities between social media and recruitment.

This event is held in partnership with Australian HR technology strategist, Michael Specht of Inspecht.

We have gathered the most experienced and knowledgeable experts from around Australia and the United States to help you learn:

- What it takes to develop a comprehensive social media strategy for your organisation;
- How to go beyond job boards and reap the rewards of talent communities;
- What it takes to build a digital recruitment brand; and
- How you can measure the ROI of social media recruitment initiatives.

This one day investment is sure to pay itself off multiple times over by helping you improve your critical skills for recruiting success and bringing you up-to-speed on the latest tools, techniques and methods being used by the most successful organisations in Australia and the United States.

Partnered with...



For further information, contact Australasian Talent Conference on +61 3 8621 6688.

A Hands-on Guide to Social Media Recruitment



Christopher Hoyt



Victoria Redman

Conference Speakers

Christopher Hoyt	Talent Engagement and Marketing Leader, PepsiCo
David Als	Talent Attraction Strategist, Human Capital Management Solutions
Christian Le Loux	Talent Sourcing Consultant, Human Capital Management Solutions
Jared Woods	Talent Communication Specialist, OneSteel
Kevin Wheeler	Founder, Future of Talent Institute
Nicholas Duggal	Special Counsel, TressCox Lawyers
Michael Specht	Founder of Inspecht
Sam Mutimer	Social Media Director, Thinktank Media
Simon Cariss	Chief Technology Officer, PageUp People
Victoria Redman	Employer Branding Manager, Deloitte

Conference Registration Prices

	Cost per Registration (One Delegate)	Cost per Registration (Two or More Delegates)
Conference Pass	Standard Rate	Standard Rate
	\$750.00*	\$625.00*

* Plus GST calculated at 10%

** Please Note: A refund (less \$100.00 +GST cancellation fee) will only be given if cancellation is received on or before Tuesday, 2nd November 2010.

Lunch and refreshments will be provided to you on the day. Evening networking cocktail reception included in conference pass.