

SYDNEY 23-25 JUNE 2015

RECRUITMENT **IS** MARKETING

Make sure you get it right

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FOR
ME**

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Raymond Bolt

**BOLT
INCORPORATED**

**THE 9TH ANNUAL
AUSTRALASIAN TALENT
CONFERENCE 2015**



ATC Pre-Conference Day: Tuesday, 23rd June 2015

8:00am - 9:00am Registration

9:00am - 12:30pm **Nicole Russom**, Senior Organisational Psychology Consultant, cut-e Australia *and Inari Saarinen*, Talent Acquisition Specialist, Luxottica Retail Australia

**Pre-Conference
Workshop 1A**

Turning Assessment into Attraction and Engagement

This workshop will give you a framework and tangible takeaways to reduce cost and effort by making your candidate assessment a key component of your attraction strategy. By using a case study from Sunglass Hut you will learn firsthand the valuable lessons that Sunglass Hut gained from this project.

Working at Sunglass Hut is fun. You get discounts on the latest sunglasses, you get to work with great people and you get to meet new customers every day. Working for Sunglass Hut is not for everyone however, but everyone can be a sunglass hut customer. When faced with this quandary, sunglass hut wanted to introduce an efficient screening process to give prospective employees an authentic experience of their organisation, their culture and their brand. They wanted to reinvent their employer brand and by doing so find the most culturally aligned future employees.

Find out how Sunglass Hut engages candidates with their brand regardless of the outcome of their application. In this interactive and practical workshop we will cover how to:

- make assessments part of your attraction strategy
 - use gamification effectively
 - find the most culturally aligned candidates
 - introduce assessments that encourage diversity
 - get real and measurable ROI from your assessments
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9:00am - 12:30pm **Master Burnett**, Director of Strategy, BraveNewTalent

**Pre-Conference
Workshop 1B**

“Honest Marketing” the Organization to Attract the Right Talent

Let’s be entirely honest, most recruitment marketing sucks! The messaging may be snappy and the pictures glossy, but the talent you need to influence know it’s all propaganda... just like the menu photos in a fast food restaurant, what you get rarely resembles what’s marketed. Organizations are not simple products, and rarely do employees benefit from a consistent workplace experience. Sure the benefits are the same, but the nature of the work and the quality and perspectives of people vary widely throughout the organization. A common value proposition just isn’t reality!

Honest marketing is a modern approach that isn’t about selling hype. It doesn’t position the organization to be all things to all people. It’s about painting real pictures of real experiences in the minds of those targeted few you need to influence. It’s marketing for the modern, hyper connected world where boring, generic and over positive messaging just gets ignored.

This workshop will focus on sharing:

- The key tenets of honest marketing an organization
 - Practical, low-cost methods of starting meaningful conversations in pivotal talent communities
 - Approaches to leverage others and raising your voice
 - How to demonstrate the impact of your efforts
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12:30pm - 1:30pm **Networking Lunch**

1:30pm - 5:00pm **Nicholas Duggal, Partner, TressCox Lawyers**

**Pre-Conference
Workshop 2A**

Social Media for recruitment and the workplace: Keeping it Legal

Unless you are still in the dark ages, social media plays a major role in your strategy for candidate and employee attraction and engagement. But when unregulated, it can also expose an organisation to a myriad of potential pitfalls, including claims alleging breach of discrimination, privacy and contract law, along with other risks to reputation and client relationships.

Recent cases make it clear that an organisation's ability to effectively regulate its workforce's use of social media will depend centrally on whether it has appropriate written contracts, policies and procedures.

This workshop will provide you with practical tools for minimising your organisation's social media exposure, while allowing you to harness its benefits in employment activities. Through an interactive session, this workshop will enhance your skills in:

- developing social media recruitment processes from a legal perspective, including publishing candidate messages, collecting personal information and protecting your organisation's confidential information
- understanding the extent to which your organisation can and should lawfully regulate its social media recruitment activities
- preparing and implementing policies, procedures and training which support effective social media recruitment activities
- protecting content and clients who are communicated with via LinkedIn
- considerations to be included in employment contracts to protect your confidential information
- remedial action for social media misuse

Nick Duggal, Partner at TressCox Lawyers, is a highly engaging presenter, providing his own personal insights into real case studies and practical solutions. He has practiced exclusively in the area of workplace relations for over ten years, and has experience in a full range of employment and industrial relations matters, including advising employers on issues arising from employee use of social media and regulation of recruitment activities.

1:30pm - 5:00pm

Todd Wheatland, Head of Strategy, King Content and Bill Boorman, Founder, #tru Unconferences

Pre-Conference
Workshop 2B

Building a Cult Brand from the Inside Out

Most companies screen for skills and experience, then try – with very mixed results - to recruit for fit.

Cult Brands automatically screen for fit, so they can truly recruit for skills and potential.

We've scoured the world analysing literally hundreds of companies and the relationship between internal culture and external recruiting. Along the way, we've come to believe that most companies have recruiting all wrong – and a small but growing number are getting things very right.

Taking advantage of the new digital and publishing landscape, Cult Brands are being established from the inside-out, celebrating and empowering existing employees to generate their next generations of star performers.

This workshop will share:

- The principles of modern marketing, publishing and social media, and how they can be best leveraged for employer branding and recruiting
 - The 7 core elements of a Cult Brand
 - Over a dozen case examples, from AirNZ, Red Balloon, Hard Rock Café, the BBC, PwC, GE, Starbucks, IDEO, Rackspace, Caterpillar, Wordpress, Netflix, Zappos and CERN.
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1:30pm - 5:00pm

Amy Cato, Managing Director, Executive Women Shortlists *and* **Emma Gee**,
Inspirational Speaker

**Pre-Conference
Workshop 2C**

Attracting and Recruiting People with Disabilities

This workshop will be facilitated by Emma Gee & Amy Cato, both experts in diversity. Emma is a stroke survivor, and a renowned expert and a living example of what it takes to step in another's shoes and truly bounce back in life. Amy is the director of Executive Women Shortlists, and is a vocal supporter of assisting people with disabilities to find sustainable employment through running job clubs, charity work and creating campaigns with ASX businesses. She has executed a successful Big 4 recruitment campaign to 'Hire people with disabilities' as part of the overall inclusion strategy. Amy brings together the experiences, opinions and insights of her networks to give comprehensive perspectives from the views of the candidates, hiring managers, HR Managers and Disability Services Providers.

One out of five Australians has some form of disability and Amy and Emma believe that the only way to maximise your company's performance is by utilising the entire talent pool. This workshop steps away from only focusing on the candidates experience and looks at the competitive edge people with disabilities bring to the organisation and business community.

The objective of this workshop is to assist organisations improve the diversity by developing realistic plans and tactics that will create success. An outline of the workshop components are:

- Emma Gee's story of how she has overcome serious adversity;
- Examining the benefits to recruiting people with disabilities; Who is doing it well? How?
- What do I need to line up internally for a campaign to work? Do I have internal champions? Do we have a genuine understanding of 'disability'?
- Creating compelling organisational diversity business drivers;
- Targeted attraction & recruitment strategies; and
- Developing metrics and reporting to measure success.

We look forward to an informative and interactive workshop with like-minded people dedicated to exploring new ways to source great talent.

5:00pm - 7:00pm

Innovation Lab & Welcome Reception *Sponsored by Amazon*

ATC Conference Day 1: Wednesday, 24th June 2015

7:30am - 8:30am Registration

8:30am - 8:45am **Conference Day 1 Welcome Remarks - Conference MC**
Stuart Elliott, Executive Manager, Workforce Strategy & Design, Suncorp Group

8:45am - 9:30am **Mike Bailen**, Director of Recruiting, Eventbrite

Keynote Session

Totally Turning Recruitment on its Head at Zappos and Eventbrite

Many companies today pride themselves on only hiring the top 1% of applicants. Although it invokes feelings of pride and accomplishment for the 1% of employees who are hired, it can be problematic. What about the other 99% of applicants who are disqualified? What about all the wasted time and effort during the recruitment process? There is also a significant impact to the organisation due to the time taken to fill the open position while recruitment belabours trying find the 1%?

Zappos and Eventbrite are two companies that shifted their recruiting efforts to a more proactive, relationship-based recruitment model. Zappos made a lot of headlines by moving towards a no job posting recruitment model and instituting their Insider Program. Without job postings, Zappos had to rethink how to market, attract and engage with their Zappos Insiders to ultimately hire the very best talent. At Eventbrite, their mission is to bring the world together through live experiences and their recruiting strategy mirrors that mission. By bringing prospects and Britelings (as they call employees at Eventbrite) together through live experiences, Eventbrite is able to identify and push the best applicants efficiently through their process which eliminates waste, makes recruiting enjoyable and decreases time to fill.

9:30am - 10:30am **Kelly Quirk**, Chief Executive Officer, Harrier Human Capital

Keynote Session

I Want to Dance with Somebody: Ensuring your employees and your brand are dancing to the same tune

For an employer brand to be consistent and authentic, the internal and external must align: How do you ensure that messaging and marketing are in step with the employee experience? In the world of digital media, how do you manage the complexities of branding, particularly when employees 'go rogue'?

A panel of senior leaders from three of Australia's largest employers will discuss the importance of developing and measuring employee engagement, how to align branding initiatives with business and HR strategies, and the reality of managing the daily business issues – positive and negative – that create branding opportunities and challenges.

10:30am - 11:00am **Morning Coffee/Tea Break** *Sponsored by Montage*



11:00am - 11:45am **Ben Foote**, CEO, CareerOne

General Session

Conclusive proof that candidates are consumers

In this session, marketing professional and new CareerOne CEO Ben Foote, provides proof on the real size of the marketing opportunity that the recruitment process provides companies. He challenges the notion that employer branding is any different from company branding, and provides evidence that the recruitment function can be much more than a brand experience, but also a valuable acquisition and sales channel.

11:45am - 12:30pm **Todd Wheatland**, Head of Strategy, King Content

General Session

The New HRM: HR + Marketing

The employer brand has always existed in the minds of those it's trying to attract. What's changed today are the methods of communication that help create and shape that brand in people's minds. Transparency and authenticity have become catch-cries of modern marketing. Companies with strong internal cultures have learned to embrace them – warts and all – to attract 'like' employees into the organization. At the same time, the economic costs of poor candidate experience are becoming measurable to employers. From the attraction of potential employees and their experience of recruitment and onboarding, through to culture, referral, advocacy and alumni programs, the evolution of marketing in recent years can be applied to all stages of the employer brand proposition.

The huge shift towards authenticity and transparency means that organizations can no longer fabricate the reality of internal culture. The employer brand is communicated most effectively through existing employees and alumni. And that's why, more urgently than ever, HR's ultimate objective must be to help create great companies.

12:30pm - 1:30pm **Networking Lunch** *Sponsored by Montage*

1:30pm - 3:00pm **Tracks - Content, Analytics and Process & Technology**

In 2015, sessions at the ATC will be split into three tracks which provide framework for Recruitment IS Marketing. Create your own adventure – attend sessions from one specific track, or mix and match sessions aligned to your business needs:

CONTENT	ANALYTICS	PROCESS & TECH
The creation of compelling content, videos, and games or other tools that enlighten, engage, and keep candidates involved.	The ability to capture and understand the data you receive from every tweet, retweet, message, click, and like.	The social networks and websites that enable potential candidates and people in the organisation to share information, talk about the brand, about daily life, and about the good and not so good sides of working there.

<p>1:30pm - 2:00pm</p> <p>Lee-Martin Seymour, Director & Co-Founder, Xref</p> <p>Case Study - Technology, The Great Enhancer of Stakeholder Experience: How Mission Australia's Automated Reference Checking, Created Efficiencies & Improved Customer Service</p> <p>It's wonderful how some technologies have the ability to create very positive experiences while replacing boring yet important processes. This unconference session will look at how all stakeholders are better off from automating the reference checking. This discussion will include how Mission Australia's decision to automate reference checks meant they were able to meet tight project deadlines, whilst at the same time free up recruiters' time, enhance stakeholder experience and mine a previously untapped source of candidates.</p>	<p>1:30pm - 2:00pm</p> <p>Tina Yoder, Vice President, Strategic Alliances, Montage <i>and</i> Christine Connor, Head of Talent Acquisition, Coles</p> <p>Mad Men Recruitment: What Talent Management Can Learn From The Golden Age Of Advertising</p> <p>Some believe it's an unlikely partnership uniting marketing principles to talent acquisition. We believe it couldn't make more sense. After all, what role do recruiters play if not sales people selling the virtues of employment at their company? People have relationships with their employers' employer brand just as consumers have relationships with their favourite products because of their consumer brand. Think about that next time you reach for a Diet Coke over a Diet Pepsi or grab your iPhone or Android out of your pocket. There are emotional reasons you make those choices just as there are emotional reasons job candidates choose to pursue or ignore job opportunities.</p> <p>Video interviewing is a technology that is grabbing hold for many reasons, including this one: it creates a new way to promote your employer brand. Yes, there are cost savings and efficiency arguments that create great confidence in the potential ROI for the technology investment. But what most people don't immediately see are the more strategic benefits. Join us to hear from Australian companies using video interviewing to:</p> <ul style="list-style-type: none"> • Create more opportunities to market to the job candidates • Develop that emotional connection and engagement earlier in the pre-hire process • Raise perceptions of innovation, a quality most job seekers desire in an employer • And, yes, build a stellar ROI through hard cost and time savings simultaneously 	<p>1:30pm - 2:00pm</p> <p>Anwar Khalil, CEO, adlogic</p> <p>Breakout Session - The 6 essentials of a modern Career-Site</p> <p>Control your Employer Branding and funnel qualified candidates</p> <p>Content is king but... targeted content, SEO and control over updating content... is much more powerful.</p> <p>Attracting and recruiting the candidates who are qualified in terms of your requirements and love your value proposition is the holy grail. Having a Career-site with content that's relevant to your desired candidates is the way to achieve this.</p> <p>This session will briefly cover how you:</p> <ul style="list-style-type: none"> • Maintain Targeted content • Get your site Mobile-enabled • Ensure SEO • Use Social to attract candidates • Easily do Multi-posting • Control your own destiny - Update content when you want
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<p>2:00pm - 2:30pm</p> <p>David Als, Marketing & Communications Manager, University of Sydney</p> <p><i>Realtime marketing, Newsjacking and erm, Game of Thrones</i></p> <p>Real-time marketing lets organisations take advantage of memorable moments. In an age where relevance matters and timing is everything, nobody wants to listen to people who interrupt interesting conversations with self-serving propaganda.</p> <p>In this session, David talks about how the University of Sydney taps into the cultural zeitgeist to provide content that is relevant and resonates with its audience. How they plan for when a story breaks, how earned/social media drives traffic that can be converted into acquisitions, and how to get members of the Game of Thrones cast applaud your work (true story).</p>	<p>2:00pm - 2:30pm</p> <p>Ian Wood, CEO, Nebular</p> <p><i>Tangible Lead & Lag Metrics Made Easy</i></p> <p>In my career as a consultant and a service director I have assisted countless organisations in the design and implementation of their recruitment and talent metrics. In my experience I have found that this process is only as hard as you make it. By following a few design rules; ensuring the right support, understanding your stakeholders needs, knowing your data, and automating your reporting, you can ensure the metrics you implement will truly demonstrate and quantify your direct business impacts to your organisation.</p> <p>This session will look at how any organisation can design, implement and manage tangible lead and lag metrics that will help you identify upcoming problems, create repeatable quality outcomes, and ensure ongoing executive support for your talent management initiatives.</p>	<p>2:00pm - 2:30pm</p> <p>David Wirrpanda, Founder, Wirrpanda Foundation <i>and</i> Ashlea Walley, Recruiter & Mentor, Wirrpanda Foundation</p> <p><i>The Third Space, the space created between the black and white world</i> - Turning your Indigenous Employment Target into Successful Employment Outcomes.</p> <p>It's well researched and documented that diverse teams have a positive impact on the productivity and bottom line for organisations. Diverse teams enrich the culture of an organisation and enhance the engagement of every employee.</p> <p>So why is it so dam hard to get Indigenous job seekers through the door and into long term meaningful employment?</p> <p>Only 46% of Indigenous working aged Australians are employed compared to 76% of non-Indigenous Australians. Aboriginal and Torres Strait Islander people are four times more likely to be unemployed and 60% of 17-24 year olds are not currently engaged in education or employment.</p> <p>David and Ashlea will present on the current employment landscape, the barriers for indigenous job seekers and the necessary actions organisations could take to achieve their Indigenous Employment strategy objectives.</p> <p>The Foundation programs work on the philosophy of the Third space, a space created where by Aboriginal and Torres Strait Islander People can be confident in the "black" and "white" worlds. It means having a deep psychological sense of belonging.</p> <p>In an employment context this is the space, where we facilitate, between the complex worlds of the Indigenous job seekers and Employers.</p>
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		Using recent case studies taken from the Foundations employment program you will gain insight into our engagement activities, assessment tools, facilitation and mentoring - and the success and failures that we've experienced along the way.
<p>2:30pm - 3:00pm</p> <p>Mike Bailen, Director of Recruiting, Eventbrite</p> <p><i>Turning the Traditional Interview Process into an Amazing Live Experience</i></p> <p>Mike Bailen will walk you through how Eventbrite's mission is imbued in the interview process. This session will cover:</p> <ul style="list-style-type: none"> • Treating your interview process like a live experience or event; • New perspectives on the content you're pushing, the job description, the way you communicate with the candidate, their experience on your campus, and the technology you use; and • How you make a candidate feel and how you relate to them can make or break you in this highly competitive market. 	<p>2:30pm - 3:00pm</p> <p>Emma Gee, Inspirational Speaker</p> <p><i>Bouncing Higher in Recruitment of People with Special Needs - A Client's Perspective</i></p> <p>Occupational therapist and stroke survivor, Emma will relay her own journey, sharing her client perspective of returning to work and how she dealt with the physical and emotional barriers that she encountered along the way. Further, by drawing on this experience she will suggest the elements that are essential for us to consider when developing strategies to attract and recruit potential employees.</p> <p>Such considerations will enable us to 'Bounce Higher' in each of our roles and optimise the recruitment process and outcomes for both workplaces and people with special needs.</p>	<p>2:30pm - 3:00pm</p> <p>Master Burnett, Director of Strategy, Brave New Talent</p> <p><i>Your Recruitment Marketing Probably Sucks</i></p> <p>Most recruitment marketing sucks, and yours probably does too.</p> <p>In this breakout session, Master will facilitate an open and honest discussion on why a common value proposition isn't a reality, and why most companies fail at selling anything more than hype.</p> <p>Come and learn about the new world of honest marketing, which paints a real picture of the experience of your employees, and can help you make lasting and valuable connections to candidates who can smell BS a mile away.</p> <p>Learn how to empower your current employees and use their voices to advocate your true and honest brand.</p> <p>If you're marketing doesn't suck, come along and tell us what you're doing right, and how it's working.</p>

3:00pm - 3:30pm **Afternoon Coffee/Tea Break** *Sponsored by Montage*

3:30pm - 4:15pm **Susan Howse**, General Manager Human Resources & ManpowerGroup Solutions, ManpowerGroup *and* **Pat Duffy**, General Manager Marketing, Defence Force Recruiting

General Session

What HR can learn from Marketing

Talent is now a savvy and sophisticated consumer. HR needs to consider how organisational branding, messaging and image can help win in-demand skills in a world of talent shortages. HR's role has expanded to include attracting and retaining customers/talent in the same way that marketing segments and targets consumers of the company's products and services. HR must think differently to create value propositions that appeal to the needs of individuals and align with organisational objectives. To access talent in an increasingly competitive marketplace, organisations must pinpoint and market their strengths to attract talent pools with the skills their businesses need to succeed. Defence Force Recruiting, ManpowerGroup's largest RPO, experience the same challenges as they compete for talent with the private sector across numerous industries and job categories. During this session we will explore these challenges and drawn on specific branding campaigns for Navy, Army and Air Force.

4:15pm - 5:30pm **World Café Roundtables**
Facilitator: Trevor Vas, Director, ATC Events

World Café Session

20 minute sessions
x 3 rounds

15 minute wrap-up

The World Café adds a new dynamic to a traditional conference setting and provides an open forum for you to have your say, share your ideas and gain a practical understanding of the subject matter via a series of intimate roundtable discussions.

How does it work?

There will be 3 x 20 minutes rounds. Each topic will be hosted on a separate table allowing participants to select and move around to a table of their choice at their own discretion, or at the end of each of the three rounds.

1. Topic: How do you recruit for innovation?
Facilitators: Julie Ellison and Michelle Kennedy, Harrier Human Capital
2. Topic: Is social recruitment really that social?
Facilitator: Fiona Anson, Co-Founder, Workible
3. Topic: How can you compete with a stronger brand than your own?
Facilitator: Ben Foote, CEO, CareerOne
4. Topic: How to manage your brand and attract talent in the search engine age?
Facilitator: Bryan Petereit, Managing Director, Apply Direct
5. Topic: Should you consider offshoring your recruitment function? Yes or No?
Facilitator: Paula McMahon and Lindsey Barnett, Harrier Human Capital
6. Topic: Will you ever totally merge contingent and permanent recruitment?
Facilitator: Peter Oreb, Director, CXC Global
7. Topic: How mobile does your recruitment process need to be?
Facilitator: Chris McDonald, Managing Director, Australia & NZ, Indeed
8. Topic: Can you personalise engagement on a mass scale?
Facilitator: Grant Burrall, Director Business Development, Montage

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9. Topic: What will the interview of the future look like?
Facilitator: Gerard Ward, CEO, Vieple
 10. Topic: How do you create an indigenous workforce strategy?
Facilitator: David Wirrpanda, Director, Wirrapanda Foundation
 11. Topic: How valuable is it to segment your critical talent?
Facilitator: Anwar Khalil, CEO, Adlogic
 12. Topic: How will sentiment analytics change recruitment?
Facilitator: David Haines, Managing Director, Xref
 13. Topic: How can you gamify your assessment process?
Facilitator: Nicole Russom, Senior Organisational Psychology Consultant, cut-e Australia
 14. Topic: How do you undertake recruitment marketing with a small team and limited budget?
Facilitator: Tina Yoder, VP Strategic Alliances, Montage
 15. Topic: Data for good vs Data for evil: The impact of personal data. How far is too far?
Facilitator: Bill Boorman, Founder #tru
 16. Topic: Candidate experience: Who really cares?
Facilitator: Elanie Orlor, Founder and Chairman, The Talent Board
 17. Topic: Is Indigenous Recruitment Best Performed Internally or Externally?
Facilitator: Paul Knight, Managing Director, Indig HR

5:30pm - 5:45pm **Conference Day 1 Closing Remarks - Conference Chairperson**
Stuart Elliott, Executive Manager, Workforce Strategy & Design, Suncorp Group

5:45pm - 6:45pm **Networking Reception** *Sponsored by Montage*

6:45pm **CONFERENCE DAY 1 END**

ATC Conference Day 2: Thursday, 25th June 2015

7:30am - 8:30am Registration

8:30am - 8:45am **Conference Day 2 Welcome Remarks - Conference MC**
Rebecca Houghton, Group Manager Resourcing & Careers, Australia Post

8:45am - 9:30am **Todd Davis**, Director, Talent Acquisition, Amazon Worldwide Operations & Customer Service

Keynote Session

The Race for Talent is Global: How to build a global talent network for your local needs

Local means much, much more than just places on a map. Thinking locally limits us to a narrow set of professions, educational criteria. Thinking – and acting - globally means letting go and thinking big. Acting locally is not enough if you are going to compete year over year. We hear about ‘dream teams’, ‘one hit wonders’ and even ‘dinosaurs’ when we talk about how we intend to use (or not use talent). The problem with all of these notions is they are, by definition, examples of short term thinking. The same idea applies to limiting a talent search to ‘locals only.’ If you are not thinking big about talent, you risk missing out.

Todd leads a globally active recruiting team at Amazon and has built and led similar global teams in technology, insurance and healthcare sectors over the past twenty years. He will share real-world experiences – what worked, and what did not – as he takes you on a journey through time from the origins of internet recruiting to today and takes a look ‘around the corner’ into the future of global talent acquisition.

9:30am - 10:15am **Chris McDonald**, Senior Director of Sales, Indeed.com

General Session

Finding the Right Fit: Attracting the Best Candidates to Your Organisation

Get a fresh perspective based on the realities of what it takes to attract talent today. Today, search has changed the way people find jobs and employers now have unprecedented access to a wealth of data on job seeker behaviour. This presents a unique opportunity to understand candidate behaviour and to make decisions accordingly.

Find out how you can apply a metrics-driven approach to your organisation and capitalise on the changes that mobile is bringing to the candidate experience. Join Chris McDonald, Senior Director of Sales at Indeed.com, in a discussion around how you can attract the right talent – faster.

10:15am - 10:45am **Morning Coffee/Tea Break** *Sponsored by Amazon*



10:45am - 12:15pm **Simon Townsend**, Chief Innovation Officer - APAC, Allegis Global Solutions

General Session

Crowdsource Think Tank - Mentoring to Improve Performance

Crowdsource Think Tank - Mentoring to Improve Performance

Throughout history the pursuit of knowledge has seen humanity grow until we have reached beyond our planet. But we can share better, grow faster and go further.

In our Think Tank session we'll look at the power of symbiotic mentoring, step into the near future, match colours, and remember to think about the kids. We'll also tie this all back to now and the impact on talent acquisition.

Join us for an interactive session; just make sure you bring your imagination.

12:15pm - 1:00pm **Jonathan Crossfield**, Storyteller, Writer, Content Marketing Consultant

Keynote Session

Let Me Tell You A Story: Finding the Narrative in Your Content

Think facts speak for themselves? Think again. Your brain doesn't interpret the world as a series of bullet points or numerical tables. It thinks in stories. Discover how storytelling is not only unavoidable, it is also essential to any effective content or communications strategy.

In this session Jonathan will discuss:

- How storytelling conveys information more effectively than facts alone
- Why stories are more persuasive
- Who is the hero of the story?
- Examples of great storytelling brands
- How to build a consistent narrative across all channels
- The three 'acts' of a content strategy

1:00pm - 2:00pm **Networking Lunch** *Sponsored by Amazon*

2:00pm - 3:30pm **Tracks - Content, Analytics and Process & Technology**

In 2015, sessions at the ATC will be split into three tracks which provide framework for Recruitment IS Marketing. Create your own adventure – attend sessions from one specific track, or mix and match sessions aligned to your business needs:

CONTENT	ANALYTICS	PROCESS & TECH
The creation of compelling content, videos, and games or other tools that enlighten, engage, and keep candidates involved.	The ability to capture and understand the data you receive from every tweet, retweet, message, click, and like.	The social networks and websites that enable potential candidates and people in the organisation to share information, talk about the brand, about daily life, and about the good and not so good sides of working there.

TRACK 1: CONTENT	TRACK 2: ANALYTICS	TRACK 3: PROCESS & TECH
<p>2:00pm - 2:30pm</p> <p>Paul Jacobs, Founder, Jobgram</p> <p><i>Content is not king, long live the brand story</i> Would we refer to a film, like Forrest Gump, as content? We wouldn't, because it's so much more than that. But every day we're seeing employers and recruiters share "content" about jobs and culture that may or may not resonate with its target audience. In this unconference session Paul will explore how we can flip our thinking and inject an element of entertainment, emotion and immersion into sharing our brand stories.</p>	<p>2:00pm - 2:30pm</p> <p>Allegis Global Solutions, Harrier Human Capital, Hays Talent Solutions and ManpowerGroup</p> <p><i>Can an RPO Authentically Undertake Recruitment Marketing?</i> If authenticity is king and queen when it comes to brand the question begs, can an RPO own a client's brand as effectively as the client themselves? This is quite an interesting question because an RPO can be very efficient and follow protocols to the letter in addition they can be more dispassionate than a client and offer professional advice BUT any way you look at it they are still a third party representing the client. This session will look at the issues, that this poses and you will get your chance to grill the panel members.</p>	<p>2:00pm - 2:30pm</p> <p>Duncan MacKay, National Manager, Recruitment & Resourcing, Superpartners and Amy Cato, Director, Executive Women Shortlists</p> <p><i>Debate Session - Do You Need Metrics to Measure Diversity?</i> If the culture of your organisation is in alignment with diversity there is no need to enforce diversity quotas argues Duncan MacKay, Recruitment Manager from Superpartners. Is this statement true and representative of 80% of organisations in Australia and New Zealand?</p> <p>Amy Cato, Director at Executive Women Shortlists would argue to have uniformly aligned diversity in operation it takes constant measurement and reporting. Even if your 100% in alignment you want to ensure the consistency of this approach.</p> <p>What are your views? Do you really care? Come and listen to this debate and express your views.</p>

<p>2:30pm - 3:00pm</p> <p>Nicole Russom, Senior Organisational Psychology Consultant, cut-e Australia <i>and</i> Inari Saarinen, Talent Acquisition Specialist, Luxottica Retail Australia</p> <p><i>Sunglass Hut Case Study: How they use assessments to boost their attraction and selection process</i> Find out how Sunglass Hut reinvented their employer brand and by doing so successfully found (and continue to find culturally aligned future employees).</p>	<p>2:30pm - 3:00pm</p> <p>Todd Davis, Head of Talent Acquisition Worldwide Operations & Customer, Amazon</p> <p><i>The Key Competencies of a Successful Recruitment Leader</i> Todd Davis is a recruitment leader with a wealth of experience with global companies such as Amazon and Warner Brothers. He leads a large team of recruiters and will discuss the tactics that he uses to create success for all stakeholders. This will be an interactive session where you can listen and test your leadership ideas and style with Todd and the other attendees.</p>	<p>2:30pm - 3:00pm</p> <p>Ben Taylor, Chief Data Scientist, HireVue</p> <p><i>Big Data and You - Pull Your Head Out... of the Sand!</i> Big Data!! What does it mean and how do you get started? If you're like most people you're saying the words Big Data like you know what they mean when you really haven't got a clue. Don't be ashamed - you're in good company. The part you think you know is true – it is about gobs and gobs of data somewhere in a database or a cloud just waiting to be tapped for revelatory information that will make decisions easier. During this session you'll hear Ben Taylor, Chief Data Scientist at HireVue, who started his career as a chemical engineer with Intel and then headed to wall Street to crunch some really big data, talk about the many different types of data, especially the unstructured kind. You'll learn why big data is so significant and about its many benefits along with the insights that can be gained and of course how to put it to work for you. By the end of this session you'll be proud to hold your head high while shaking off the sand. You'll have a clear understanding of big data along with a few actionable takeaways that you can begin using right away.</p> <p>Additionally you'll learn:</p> <ul style="list-style-type: none"> • How do you define big data? What is it and what isn't it? • How is big data changing HR and the future of work? • About all sorts of data—from unstructured to structured • What are your first three action steps to get data to work for you?
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<p>3:00pm - 3:30pm</p> <p>Stan Rolfe, Resourcing Manager, Barminco</p> <p><i>Storyboarding and Virtual Reality Give Candidates a Taste of Underground Mining</i></p> <p>Barminco Ltd is bringing underground mining above ground using virtual reality. In an effort to increase retention and look at new training methods. Barminco through its partnership with Immersive Technologies is utilising Oculus Rift to address talent management challenges. With close to 40% turnover of entry level underground positions Barminco now give candidates a look and feel what it is like to work in an underground mine as part of the recruitment process</p>	<p>3:00pm - 3:30pm</p> <p>Bill Boorman, Founder, The #tru Collective</p> <p><i>Every Time Someone Mentions the Acronym EVP a Puppy Dies</i></p> <p>Employee Valuation Proposition (EVP) is quite intangible concept and will change based on factors such as types of position, culture, location, leadership, technology and so on. So can you ever define an organisational EVP and apply it with any meaning or authenticity? Bill has some great thoughts on this topic and will lead an interactive unconference discussion. This session will give you fresh perspectives and ideas, and should not be missed.</p>	<p>3:00pm - 3:30pm</p> <p>John White, Director, CarmanWhite</p> <p><i>Inviting candidates into a new story</i></p> <p>For so many people work is one of the central aspects of their lives. It gives meaning, purpose and enjoyment in so many ways. When we are engaged in our work there is excitement, enthusiasm, real passion, and real involvement. We can excel in our role.</p> <p>So how do we tell our story to others of the workplaces and experiences we are recruiting for? What is a narrative that goes beyond the repetitive, mundane and 'information sharing'? How do we bring it all alive?</p> <p>During this session we will explore the art of storytelling (as opposed to just 'giving facts'). You will have an opportunity to remember and experiment with real stories. We will play with language that captures our passion, and that of our candidates, so our conversations flow and engage others with a greater ease.</p> <p>A great story goes beyond the obvious and draws us, and those we are with, towards new horizons and possibilities. Ideally into jobs where we know we belong and can contribute to something larger in the world.</p> <p>This session is highly interactive, so please bring a coffee and enjoy this exploration.</p>
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3:30pm - 4:00pm **Afternoon Coffee/Tea Break** *Sponsored by Amazon*

4:00pm - 4:30pm

Brie Mason, Employment Brands & Marketing Manager, Telstra

General Session

Gamification in Recruitment - a Telstra Case Study

As the competition for talent intensifies, organisations need to get creative in how they attract and retain talent. Telstra has tapped into the growing gaming trend and tried something brilliantly different to help attract high quality, customer focused people to a career at Telstra. The result: Job Jam - a playful way to learn about the different careers available at Telstra. Tap, swipe, shake, balance, trace – and connect with a world of possibilities.

Brie will share with you a case study on how she convinced a risk-averse organisation to do something very different, the game build, the results, and some learnings from the experience.

4:30pm - 5:00pm

Kevin Wheeler, Founder & Director, Future of Talent Institute

General Session

Fearless Forecast: Workforce 2015 and Beyond

You cannot afford to miss Kevin Wheeler's traditional closing session as he focuses on several talent disruptors that will change the recruiting and talent management equation in 2016.

5:00pm - 5:30pm

Conference Day 2 Closing Remarks - Conference Chairperson

Rebecca Houghton, Group Manager Resourcing & Careers, Australia Post

Final Wrap Up - Trevor Vas, Director, Australasian Talent Conference

Trevor and Rebecca will summarise the key takeaways from the conference, and leave you ready to drive change within your organisation.

5:30pm

END OF THE 9th ANNUAL AUSTRALASIAN TALENT CONFERENCE 2015
