

SYDNEY | MELBOURNE | AUCKLAND

FEBRUARY 2017



SOURCING & ENGAGING

TO CREATE A DIVERSE WORKFORCE



The Secret Sauce Recipe

#SST17
SOURCING SOCIAL TALENT


events & media

#SST17 Conference: Thursday, 16th February 2017

8:00am - 8:30am **Registration**

8:30am - 8:45am **Conference Welcome Remarks - Conference MC**
Shannon Pritchett, Editor of SourceCon, ERE Media

8:45am - 9:30am **Carmen Hudson**, Co-Founder, Talent42 and Principal Consultant, Recruiting Toolbox

Keynote Session

7 Habits of Highly Effective Diversity Sourcers

Back in the late 80's, Steven Covey published the most successful book of all time. While it sounds preposterous that a book written 28 years ago is relevant to modern day sourcing, it turns out that Covey offers the perfect framework for recruiters and sourcers attempting to diversify the workforce.

During this session, Carmen will share her experiences, some successful – and unsuccessful – approaches attracting, finding and hiring diverse candidates. Carmen will share what she has learned and why she thinks *7 Habits of Highly Successful People* is the perfect lens through which to examine diversity recruiting practices.

9:30am - 10:15am **Elaine Orlor**, Chairman & Co-Founder, Talent Board

General Session

Make 'Candidate Experience' happen

We know people have crappy candidate experiences and whilst we never set out to cause this - it happens.

Recruiters who set themselves apart can carve out an amazing personal brand, increase their success and create some much needed happiness in the world.

This fun, interactive session will have us creating amazing candidate journeys that you can put into practice and help 'make candidate experience happen'.

10:15am - 10:45am **Morning Tea Break**

10:45am - 11:30am **Troy Hammond, Founder, Talent Army**

General Session

The Virtual Reality of Diversity:

Helping a world leading global startup create a diverse workplace from day one.

Troy will present a case study on how he has helped to create and foster diversity in 8i, which is a world leading global startup based in Wellington NZ, Los Angeles, San Francisco and Seattle.

Troy joined 8i as the Head of Talent with 9 employees in Wellington and has helped them grow to almost 100 people across multiple locations in under one year.

Finding candidates in Augmented Reality, Virtual Reality and Mixed Reality is hard enough, though when you make a commitment to ensuring your workplace is committed to diversity this makes things almost impossible.

It has been a challenging year to set this team up, though Troy will talk you through why this has enabled 8i to scale faster and better than any tech startup in NZ by doing this.

In this case study you will see:

The 8i Business case for diversity

- Changing demographics in the workforce
- Building a business case for diversity

How 8i is meeting diversity objectives

- Roles of recruiters and hiring managers
- Finding and using effective recruitment resources
- Measuring diversity efforts and presenting information to management

The ROI on our efforts after the last 12 months

11:30am - 12:45pm

Creating the Secret Sauce Recipe

Facilitator: Jo Vohland, ATC Events & Media

**Crowd Source
Think Tank**

In the past, recruiters have been seen as competitors for top talent but today we are one talent community.

Working in groups, we'll be unpacking themes, sharing big ideas and, using the wisdom of the crowd, generating innovative and sharable tactics for the common good.

Join us in creating 'The Secret Sauce Recipe' for *Sourcing and Engaging to Create a Diverse Workforce*.

12:45pm - 1:30pm

Networking Lunch

1:30pm - 3:30pm Breakout Sessions

BREAKOUT SESSION STREAM 1	BREAKOUT SESSION STREAM 2
<p>1:30pm - 2:10pm</p> <p>Carmen Hudson, Co-Founder, Talent42 and Principal Consultant, Recruiting Toolbox</p> <p>Deep Dive on Alignment We'll go deep on the habit of "seeking to understand". Great recruiting and sourcing happens when we're all aligned on the candidate profile. We'll discuss how to research and dissect an open position in order to determine the best sourcing strategy and how to lead a discussion with a hiring manager to ensure that we all on the same page.</p>	<p>1:30pm - 2:10pm</p> <p>Dan Nuroo, Director - Recruitment, IMA Management & Technology</p> <p>Increasing Recruitment Productivity by Offshoring the Adminstrivia Wouldn't you love to get out of all ADMINSTRIVIA and just do pure candidate sourcing, engagement, selection and talent management? Dan Nuroo has perfected this gem by offshoring this effort to the Philippines for less than half the cost of a permanent placement. Has it all gone amazingly well? No, but mostly. Dan will discuss his learnings in an interactive forum and give you some ideas for you to consider.</p>
<p>2:10pm - 2:50pm</p> <p>Carrie O'Meara-Malcolm, Head of Global Talent, Xero and Kirsty Towers, Senior Talent Specialist, Xero</p> <p>Beyond Gender - Attracting a Diverse Workforce A lack of significant gender diversity is a well-known challenge faced by most technology companies, Xero included. Tech companies have historically been predominantly made of young, male Caucasians. At Xero we've committed to building a diverse and inclusive environment, recognising that a focus on Diversity and Inclusion is not only a social imperative but will be key driver of our continued innovation and success as a global business.</p> <p>Our Executive and People Teams have been working from the top down to build company-wide buy-in to the importance of championing Diversity and Inclusion at Xero. Addressing the largest problem first we've focused our efforts over the past year on retaining, developing and attracting talented women to our business. We've done this through part-time opportunities, new flexible working options, and targeted attraction strategies. The success of our continued gender diversity drive from entry through to senior leadership means that we are now at the leading edge of gender diversity among technology companies, and in a strong position to springboard into a broader Diversity and Inclusion drive for 2017. So what next....?"</p>	<p>2:10pm - 2:50pm</p> <p>Jo Vohland, ATC Events & Media</p> <p>Creating Secret Sauce Change Together we crowd sourced some great ideas but the next challenge is convincing our internal stakeholders that change is an essential part of progress. Pick whichever BIG IDEA you loved the most and we'll work on a Six Hat framework to help you shape the conversation in your organisation and confidently convey benefits or overcome objections – no matter what hat your stakeholder wears.</p>

<p>2:50pm - 3:30pm</p> <p>Sarah Butterworth, Senior Talent Acquisition Partner, Experian</p> <p><i>Sourcing Games for Creative "Sourcerers"</i> Bridge the gap between chasing the right candidate and getting them to engage with your talent brand directly. This session is a chance for you to challenge your thinking on how to build a recruitment strategy through true innovation.</p> <p>Sarah Butterworth the Experian Senior Talent Acquisition Partner will facilitate a session where two teams compete to develop the most AMAZING sourcing tactics to solve a problem that she has created.</p>	<p>2:50pm - 3:30pm</p> <p>David Macciocca, Founder & CEO, VideoMyJob</p> <p><i>Lights Camera Action!</i> Top employers are making a shift from Talent Acquisition to 'Talent Experience' by bringing their jobs and brand to life using video.</p> <p>A recent winner of "Best HR Tech Startup in AUS & NZ", VideoMyJob has been helping employers such as Australia Post, Amazon, People2People do just that. Imagine being able to film, edit and share your branded video job ads in a matter of minutes. This is exactly what David will be doing in this interactive and fun session – taking a job ad, and with the help of the audience, bringing it to life.</p>
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3:30pm - 4:00pm **Afternoon Tea Break**

4:00pm - 4:45pm **Shannon Pritchett**, Editor of SourceCon, ERE Media

Keynote Session

Modern Day Sourcing in an Automated World

Have you heard the news? Sourcing is dead and we will all be replaced by robots! Oh no. Perhaps it was clickbait, or far-fetched drama, or even a little skepticism, however you want to look at it, talent and acquisition is undoubtedly changing, and it's not frightening, it's exhilarating.

Over the past year, technology has quickly evolved. Artificial intelligence, chatbots, machine learning, and robotics are going to take over much of the recruiting and sourcing process. Acting like a robot may finally get us replaced by one. This session will take a look at the technology impacting a modern day sourcer and will provide a survival guide on how to survive the robot apocalypse.

4:45pm - 5:00pm ***Conference Closing Remarks - Conference MC***
Shannon Pritchett, Editor of SourceCon, ERE Media

5:00pm - 8:00pm **Networking Drinks & CandE Awards Reception** *Sponsored by Talent Board*

The CandE Awards Reception will honour the 2016 APAC CandE Award winners and recap the success of this year's programme.

Talent Board invites you to join them at this recognition reception – attendees will have the opportunity to learn more about their regional research and the 2017 APAC CandE Awards programme, set to open soon. The awards reception will mark the end of ATC Events & Media's eighth Sourcing Social Talent event.

8:00pm **END OF 8TH SOURCING SOCIAL TALENT CONFERENCE**