

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, 23rd 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**      **Doug Blue**, Product Director, SEEK Employment

**General Session**

***Artificial Intelligence – Unlocking Potential for More Effective Sourcing***

Everyday life is being transformed by artificial intelligence and machine learning technologies. Exactly how this is occurring and the reach of its impact are topics of global discourse and debate. How do we demystify new technologies and access them to our advantage?

Doug Blue, Product Director at SEEK will unpack how tech advancements are changing the recruitment space and transforming our interaction with employment marketplaces globally. This insightful session is an opportunity to learn how to access and embrace emergent technology to profoundly and positively support your sourcing success.

---

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

---

**10:45am - 11:30am**      **David Bell**, Talent Acquisition Sourcing CoE Leader, GE

**General Session**

***Implementing A Global Sourcing Model at GE***

David is the global leader for GE's Talent Acquisition Sourcing CoE. GE operates in 180 countries, across 9 businesses and hires 50,000 people every year. In an interactive session, David will talk frankly about his experience in creating and implementing a global model for GE including the business model, technology utilisation, service types and stakeholder management.

---

11:30am - 12:45pm

**Crowd Source Think Tank - Creating the Secret Sauce Recipe**

**Facilitated by:** Hamish Coutts, National Client Training Manager, SEEK

**General Session**

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 & Unconference Sessions**

BREAKOUT SESSION 1	BREAKOUT SESSION 2	UNCONFERENCE SESSION
<p><b>1:30pm - 2:10pm</b></p> <p><b>David Macciocca</b>, Founder &amp; CEO, VideoMyJob</p> <p><b>Lights Camera Action!</b> 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 &amp; 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>	<p><b>1:30pm - 2:10pm</b></p> <p><b>Michael de Graaf</b>, Senior Manager - Talent Acquisition &amp; Mobility - Centres of Excellence Leader, Deloitte Australia</p> <p><b>Content marketing is the future of your sourcing strategy</b> Deloitte Australia has been a leader in Australia in terms of the innovation they use to source and recruit the highest quality talent to give them a competitive advantage. In this presentation Michael will discuss how Deloitte use content and digital channels to empower the sourcing of talent across their graduate, experienced and partner segments.</p>	<p><b>1:30pm - 2:10pm</b></p> <p><b>Elaine Orlor</b>, Chairman &amp; Co-Founder, Talent Board</p> <p><b>Make 'Candidate Experience' happen</b> We know people have crappy candidate experiences and whilst we never set out to cause this - it happens.</p> <p>Recruiters who set themselves apart can carve out an amazing personal brand, increase their success and create some much needed happiness in the world.</p> <p>This fun, interactive Unconference session will have us creating amazing candidate journeys that you can put into practice and help 'make candidate experience happen'.</p>

<p><b>2:10pm - 2:50pm</b></p> <p><b>Rick Maré</b>, Founder &amp; CEO, JXT</p> <p><b><i>Top main recruiting trends for 2017</i></b></p> <p>Quality candidates are the game changers in today's recruitment markets. How good your brand stands amongst the digital ecosystem competition depends strongly on great candidates finding, liking, and referring you. How well are you creating that winning user experience to attract top candidates? In turn, they look for opportunities that offer something beyond a desk job. They seek work flexibility, a culture that supports diversity with plenty of upskill options.</p> <p>Rick Maré, JXT CEO, will share his insights on how to attract and retain the best talent, match the best candidate to opportunity, and increase your digital brand presence.</p>	<p><b>2:10pm - 2:50pm</b></p> <p><b>Emily Sparling</b>, Relationship Manager, Australian Network on Disability (AND)</p> <p><b><i>Are you a Disability Confident Recruiter?</i></b></p> <p>Many organisations think that their recruitment processes and talent management approach are disability friendly but are they? Australian Network on Disability (AND) session will give you information to assess how far you go to meeting the requirements of being a Disability Confident Recruiter. You will leave the session with a good understanding of whether you can confidently recruit talent from diverse groups, including people with disability.</p>	<p><b>2:10pm - 2:50pm</b></p> <p><b>Mark Mansour</b>, Recruitment Manager, MNF Group</p> <p><b><i>Engaging Candidates, The Snapchat Way</i></b></p> <p>There are many diverse ways of engaging candidates. Snapchat is an innovative new way that Mark Mansour has been using with some success. Mark will provide an overview of Snapchat and how you could use it to identify, connect with and engage with talent. Add mark on Snap @heavymark to see how he tells stories.</p>
---	--	--

<p><b>2:50pm - 3:30pm</b></p> <p><b>Hassanah Rudd</b>, Recruitment Operations Manager, NBN Co</p> <p><b><i>Finding Your Purpose In Recruitment</i></b></p> <p>There is a theory that recruiters who really understand and are close to their sense of purpose are more productive and more resilient than others. In this session the Big H will discuss ways you can understand and get closer to your sense of purpose, so when you are sourcing that diverse Purple Squirrel and the going gets tough, you can push through and get great results.</p>	<p><b>2:50pm - 3:30pm</b></p> <p><b>Zoey Banks</b>, Head of Talent Sourcing, Brand &amp; Diversity , CommBank</p> <p><b><i>Sourcing and engaging female leaders at CommBank - what's worked, what hasn't, and what's to come.</i></b></p> <p>CommBank have set a target of 40% women in executive management roles by 2020. In order to meet this target they've incorporated a range of gender diversity focused initiatives into their employer brand and sourcing operations targeted at engaging female leaders.</p> <p>Zoey Banks and her Sourcing and Brand Team are driving these initiatives which include hosting female focused events, proactive mapping and pipelining of candidates, and driving employee advocacy among high profile senior leaders. She also manages a program of unconscious bias training and reporting to ensure continuous improvement and agility in the approach. Zoey will discuss how CommBank has integrated diversity into CommBank's sourcing activities – what's worked, what hasn't, and what's to come.</p>	<p><b>2:50pm - 3:30pm</b></p> <p><b>Stan Rolfe</b>, Sifu aka Principal, Qi Talent Solutions</p> <p><b><i>HealthEngine - Our Diversity Challenge</i></b></p> <p>HealthEngine - Australia's largest online health marketplace. Stan talks through where they were and where they are now in the candidate experience journey. How technology is helping, and why there is so much importance placed on the candidate experience.</p>
---	--	--

**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.

---

<b>4:45pm - 5:00pm</b>	<b><i>Conference Closing Remarks - Conference MC</i></b> <b>Shannon Pritchett</b> , Editor of SourceCon, ERE Media
------------------------	---

---

<b>5:00pm - 8:00pm</b>	<b>Networking Drinks &amp; CandE Awards Reception</b> <i>Sponsored by Talent Board &amp; Co-Hosted by SEEK</i>
------------------------	---

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.

---

<b>8:00pm</b>	<b>END OF 8TH SOURCING SOCIAL TALENT CONFERENCE</b>
---------------	---

---