



SOCIAL HR CAMP

Beginner Session

Advanced Session

Un-Ted Talk

Mega Session

8:00am—8:30am	REGISTRATION		
8:30am—8:40am	KICK-OFF <i>Salima Nathoo</i> —Partner/Collaborator, SocialHRCamp		
8:45am—9:10am	“An Un-TED Talk” #1 <i>Karley Cunningham</i> —BIG Thinker & Creative Strategist, Big Bold Brand		
9:15am—9:25am	HR Technology Spotlight Introduction <i>Jeff Waldman</i> —Founder, Str@tify and SocialHRCamp		
9:30am—9:40am	HR Tech Spotlight Session #1 <i>Jilaine Parkes</i> —President, Sprigg Talent Management Systems		
9:45 –10:50am	Employer Branding & Social Media <i>Stacy Parker</i> —Managing Partner, Blu Ivy Group Description: In this interactive mega-session Stacy will take participants through the process of building a social media employer brand strategy. Workshop components include: <ul style="list-style-type: none"> • Why is employer branding important? • How does your employer brand strategy rank? • Steps to employer brand strategy • Building a social media employer brand strategy • Communicating your employer brand • The role of social media on your employer brand strategy • Adding measurable value 		
10:50am—11:00am	BREAK		
11:00am—12:00pm	How to Use Positive Psychology to Improve Your Social Media Presence <i>Lisa Sansom</i> Chief Positive Interventionist LVS Consulting Description: Positive Psychology is a field of study that is generating more attention as it relates to social media engagement. What is positive psychology? What is the connection to social media? In this interactive session Lisa will lead the audience through a process to understanding how to improve their use of social media, and ultimately the results it can generate for HR.	Visual Content & How to Amplify Your Social Reach <i>Lauralee Guthrie</i> Social Media Strategist/Director Randstad & PostBeyond Description: Learn the latest trends in visual content and how you can easily implement tactics to take your social recruiting strategy to the next level.	Roadmap for Integrating Social Media in the Workplace—Case Study <i>Karen Scott & Jenna Wilson</i> Vice President, Talent & HR Mosaic Description: This will be an interactive session, that outlines Mosaic’s recent social media ‘face-lift’ focusing on both an organic & big picture approach to leveraging Social Media for HR & Recruiting. We will zoom in on Mosaic’s presence on Facebook, Twitter, & LinkedIn as well, as what social media trends are on our radar for 2014. You will have the opportunity to brainstorm ideas with other industry professionals through collaborative workshops throughout the session.



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<p>12:00pm—1:00pm</p>	<p>LUNCH + NETWORKING + DEMOS</p>		
	<p>HR Tech Spotlight Session #2 <i>Chris Russell</i>—CEO & Founder, CareerCloud & InstaJob</p>		
	<p>HR Tech Spotlight Session #3 <i>Caitlin MacGregor</i>—Co-Founder & CEO, Cream.HR</p>		
<p>1:00pm—2:00pm</p>	<p>What Does Content Marketing Have to Do With HR & Recruiting? <i>Ron Tite</i>—CEO, The Tite Group Description: And so the battle begins. It's one we're all in. It's not a battle for budget. It's not a battle for staff. It's not a battle for resources. It's a battle for time. Whether we're trying to motivate staff, sell ideas through senior management, increase headcount, recruit, or retain, you'll win the battle by cutting through and capturing just a little bit more of their time. But how do you do it? You follow the rules of content. Welcome to Content Marketing. It's not just for marketers any more!</p>		
<p>2:00pm—3:00pm</p>	<p>Get Social: Twitter for Recruiting <i>Kathleen Teixeira</i> Engagement Manager BoostAgents Description: More organizations are turning to social media to attract and recruit new talent. Traditional recruiting methods are losing their effectiveness, and the battle to hire the best talent. In this interactive session, Kathleen will focus on Twitter and how to leverage Twitter for recruiting.</p> <p>In this workshop you will learn:</p> <ul style="list-style-type: none"> • How to screen applicants using Twitter • Twitter best practices • Cool tips and tricks to leverage the power and reach of Twitter 	<p>HR in the Cloud <i>Sylvain Boyer</i> Managing Director & CTO Nuvollo Description: Cloud computing has been on the executive agenda for many years. The promise of lower costs, better agility and innovation is affecting the world of HR in many ways. Concerns about user experience, privacy and control of the systems are barriers in many organizations. This interactive session will help clarify some myths and realities of cloud computing and offer strategies on how to best leverage these new technologies to reach better employee engagement with an innovative HR organization.</p> <p>In this workshop, you will learn:</p> <ul style="list-style-type: none"> • Trends in technology, from BYOB to Big Data and Cloud Computing • Get a clear definition of the cloud • Security and privacy issues and facts in today's clouds • How to innovate quickly using new HR technologies • Strategies to work with IT 	<p>How to Bridge the Generational Gap For a More Productive Workplace <i>Vanessa Judelman</i> President Mosaic People Development Description: People are discussing the impact that millennials (a.k.a. digital natives) are having on the world of work. Some say digital natives are lazy, entitled and lack focus. Others comment on the clash between digital natives and their colleagues not born into the digital era (digital immigrants).</p> <p>In her documentary film <i>“Beyond the Digital Divide: Bridging the generational gap for a more productive workplace”</i>, Vanessa will explore these issues.</p> <p>In this workshop, participants will:</p> <ul style="list-style-type: none"> • Watch the documentary • Learn how digital natives are impacting the world of work • Understand what organizations need to do to bridge the gap between digital natives and digital immigrants at work • Know what digital natives value and why their input is critical to the future of work • Develop their own action plan bridge the digital divide



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3:00pm—3:10pm	BREAK	
3:10pm—4:10pm	<p>To Blog Or Not to Blog? <i>Shirley Williams</i> Chief Transformation Officer, New Media Enthusiast & Advocate William Pearl & Social Media Pearls</p> <p>Description: To blog or not to blog?" That is the question. "To involve your employees or not to involve your employees?" Is the second question. This session will introduce you to the world of blogging and will describe how to create a buzz with your most valuable asset. Yes, your employees. The session will address the following questions:</p> <ol style="list-style-type: none"> 1. What is a blog? 2. What is the business value of blogging? 3. How to blog. 4. How to drive employee engagement in blogging. 5. What should you blog about? <p>This will be an interactive session with tips that will get you started on your blog. If you already have a blog, there will be tips on how to enhance your results.</p>	<p>Engaging and Retaining Top Talent <i>Cheryl Kerrigan</i> Head of Employee Success Achievers</p> <p>Description: Engaged employees stay put. According to Gallup's latest Q¹² meta-analysis of 1.4 million employees, the most engaged companies experience up to 65% lower turnover than the least engaged—that's a huge savings of time, money, and effort. Yet with fewer than 1 in 3 employees feeling engaged, what can you do to reap those savings for yourself?</p> <p>In this session, Cheryl will talk about how to retain employees with the four pillars of engagement: recognition, feedback, communication, and meaning.</p> <p>You'll also learn:</p> <ul style="list-style-type: none"> • How recognition aligns employees to company goals • How lack of feedback from leadership leads to turnover • Why employees need clear communication and to have their voices heard • The important of stretch opportunities and career goals to give their work meaning
4:15pm—4:25pm	CLOSING: Salima Nathoo & Jeff Waldman	
4:30pm—5:15pm	<p>Now What? Turning Stories Into Successful Action <i>Bobby Umar—President, Raeallan</i></p> <p>Description: We've spent the day talking about the "why", the "how", the "what" and the "so what" of social media. The final question of this day about social media is "now what"? In this session, Bobby will share his personal story on social media connection and how he found his Voice, Brand and Story. With the audience he'll reflect on the day and share leadership insights on moving forward and making it all happen.</p>	