



SOCIAL HR CAMP



8:00am - 8:30am	REGISTRATION		
8:30am - 8:40am	KICK-OFF <i>Jeff Waldman</i>		
8:45am - 9am	Introduction to Free The Children & the SocialHRCamp FTC Project <i>Shellbie Wilson</i>		
9:05am - 9:50am	“An Un-TED Talk” - Stepping Outside Your Comfort Zone <i>Carolyn Van</i>		
9:55am - 10:10am	HR Tech Spotlight Session #1 - HireVue <i>Ron Eves & Erin Jacobs</i>		
10:10am - 10:40am	BREAK		
10:40am - 10:55am	HR Tech Spotlight Session #2 - Plasticity Labs <i>Jennifer Moss & Dave Inglis</i>		
11am - 11:15am	HR Tech Spotlight Session #3 - Secrets From a Headhunter <i>Shanna Landolt</i>		
11:20am - 12:05pm	<p>Connecting Mobile to Employee Engagement & Culture <i>Jennifer Moss & John Stix</i></p> <p>Successful Senior Leaders and their organizations understand that a happy, healthy workplace culture is mission critical. However, as companies grow rapidly, offices and departments spread farther apart across the globe, and more employees work remotely; it is difficult to create a culture that can scale. We often look to technology to scale our sales, marketing and operations efforts but when it comes to culture, we don't use technology in the same way. Jennifer Moss and John Stix will share real-world examples of how we can improve and calibrate a great workplace culture using technology. The discussion will also include suggestions of on and offline habits to help employees be happier and higher-performing at work and at home.</p>	<p>What's Your Role in the HR Revolution? <i>Edwin Jansen</i></p> <p>The world of work is going through revolutionary changes, and HR being in the center of it all can be a turbulent, anxiety ridden experience. In this lively workshop (promising more interaction than slides) Edwin Jansen will draw upon his wide-ranging experience in HR tech, marketing and leading change to help us each answer three important questions: 1. Who are we individually as change-agents? 2. Why should we be inspired by all this HR change and technology? 3. What can we do to best play our unique roles, enjoy the change, and feel proud of the difference we're making?</p>	<p>The Evolution of Digital Recruitment, How Video Interviewing has Shifted the World of Hiring at Mosaic <i>Erin Jacobs, Karen Scott, Jenna Wilson</i></p> <p>This session will highlight why integrating video interviewing into Mosaic's hiring process was a priority for 2014 and how it has impacted their recruitment efforts from improved efficiency, to an enhanced employment brand, and a more dynamic candidate & hiring manager experience.</p>
12:05pm - 1:05pm	LUNCH		



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<p>1:05pm - 1:50pm</p>	<p>Secrets LinkedIn Doesn't Want You to Know to Improve Your Hiring Process <i>Shanna Landolt</i> LinkedIn's revenue model is largely based on job advertising. There are secret strategies that organizations can implement that will save time and hundreds of thousands of dollars. You will learn strategies that will you big-time on your recruitment budget.</p>	<p>What Millennials Want & HR Needs: The Next Generation of Brand Ambassadors <i>Jenna Jacobson</i> In this workshop, we will discuss how to build employer branding awareness by leveraging millennials' desire to share on social media. The generation full of narcissistic, self-entitled, and laziest millennials... is simply a myth. While many people gripe about "kids these days" having no work ethic, the millennial generation is entering and firmly embedded in the modern workforce. The goal for HR is to develop a culture of work that leverages the strengths of a multi-generational workforce to be more collaborative and productive, which we will explore in this workshop.</p>	<p>Develop Resilience, Emotional Intelligence and Focus with Brain Sensing Technology at InterAxon <i>Jason George & Daneal Charney</i> Experience a live session with award-winning Muse: the brain sensing headband, the brain fitness tool that helps you do more with your mind. Muse senses brain activity much like a heart rate monitor detects heart rate and guides users through sessions where they gain real time feedback and results on their smart phone or tablet. Learn how Muse technology and its mobile Calm app were innovated, and how its evidence-based attention training supports the development of the life-skills necessary in today's knowledge work industries.</p>
<p>1:55pm - 2:40pm</p>	<p>HR & Emerging Screen-Based Corporate Communications <i>Gajendra Ratnavel & Brent Nacu</i> Historically, HR departments have focused their technology investment around "systems of record," such as ERP, BI, and CRM to handle foundational business requirements. Today, this investment is moving towards "systems of engagement" with customers, employees and partners. These systems help organizations to attract, engage and interact with employees and customers. You will gain new insights into emerging screen based software and hardware. Discover how you can use these tools to dramatically improve employer branding and employee engagement. You will obtain the tools to develop a plan to strengthen segmented or company-wide communications right away!</p>	<p>Emerging Employer Branding and Social Talent Acquisition Strategies <i>Josh Schwede</i> Josh is going to explore strategies being used today by leading Talent Acquisition and Employer Branding executives. He is going to give you a list of things that you can take back to your desk on Monday and implement. Josh has interviewed a handful of practitioners who have shared proven strategies that they have implemented that have produced amazing results. If you are thinking of starting or enhancing your Social Talent Acquisition strategy in 2015, this is a can't miss break-out session.</p>	<p>Workforce Analytics @QuickPlayMedia, Just Get Going! <i>Rachel Jacobson & John Pensom</i> QuickPlay Media will outline their ongoing journey into #WorkforceAnalytics and how it only takes a simple, yet bold step to just get going. When it comes to the value of workforce data, you either get it, or you don't. Supporting QuickPlay's VP HR, Rachel Jacobson and discussing some of the basics related to this hot and emerging domain, will be John Pensom, Co-Founder and CEO of PeopleInsight.</p>
<p>2:40pm - 3:10pm BREAK</p>			



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3:10pm - 3:55pm	<p>Social Recruiting. What is It Really? <i>Paul Hamilton</i> Paul will demystify social recruiting and will provide practical ways to use it.</p>	<p>What's Wrong With Employee Feedback Today? <i>Greg Pantelic</i> Greg Pantelic will provide insight on the do's and don'ts of employee feedback today, and the need for continuous feedback. Greg will also share the role that technology plays in solving these pains and provide a sneak peek into the most recent product release of WIRL.</p>	<p>Employer Branding is the New Black at Achievers <i>Andrea Webb</i> A guide to why it's so important and how you (yes, you!) can implement easy, cost-conscious solutions to market your company employer brand and show candidate's what it's really like to work with you.</p>
4:00pm - 4:45pm	<p>Leveraging Crowdsourcing & Crowdfunding in HR <i>Rayanne Langdon</i> Rayanne Langdon will define and explain the differences between crowdsourcing and crowdfunding, and how HR professionals can get involved in and benefit from both of these collaborative industries. Crowdfunding is more than simply sourcing funds to launch a new business or product. It's about fostering the power of your community for ideas and resources to make workforce collaboration happen, which can be hugely beneficial to you as an HR Practitioner.</p>	<p>The Process in Selecting the Right Recruiting Platform <i>Robert Nishimura</i> How do you critically evaluate the multitude of choices available today for recruiting technologies? How do you see beyond the slick website and narrated explainer videos to see if your potential choices will help or hurt your organization? A SWOT analysis (Strength, Weaknesses, Opportunities, Threats) can help you quickly compare products, get organizational buy-in and once a product is selected, be the starting point of a project plan for implementation.</p>	<p>Surviving Life Using Biz Practices & Tech of Today <i>Rayanne Thorn</i> Rayanne will share a few tips and business tactics which can be used to survive personal crisis. You are the CEO of your life - start acting like one.</p>
4:45pm - 5pm	CLOSING		