

9am - 9:30am	REGISTRATION	
9:30am - 9:45am	KICK-OFF - The HR Technology & Social Media Revolution <i>Jeff Waldman</i>	
9:50am - 10:05am	HR Tech Spotlight Session - ConnectUp.com	
10:05am - 10:15am	BREAK	
10:15am - 11:20pm	IgniteHR - A Series of Short 5-Minute Presentations (20 slides, 15 seconds per slide) Speakers: <ul style="list-style-type: none"> ● Jason Lauritsen (facilitator) ● Phil Haussler ● Eric Foutch ● Chris Carlson ● Dwane Lay ● Jeff Waldman ● Crystal Miller ● Maren Hogan ● Rayanne Thorn 	
11:25pm - 12:10pm	Total Employer Brand Makeover <i>Maren Hogan</i> Employer Branding doesn't need to be difficult or expensive. Maren will take you through the steps to complete your own employer branding audit, and how to bring the information into one comprehensive document, from which you can create a total strategic document. We'll walk through the 5 things every good EB strategy needs (and how to get them!) look at ownership structure of branding efforts and learn about selecting the right EB model for your projects. From start to finish, you will get all the information you need to start on an employer branding journey. Added bonuses include: useful tools, communication strategies, and a free EB deck to download after the session!	How the Changing Landscape of Technology & Social Media Impacts Our Ability to Effectively Screen Talent <i>Nick Jasa</i> Aside from the interview, the traditional resume is no longer the primary mechanism to screen talent. The recent explosion of social media and social-based Recruitment technology has created a brand new world in which we can effectively assess talent - video, direct sourcing, social media engagement, cloud-based psychometric assessment, and the list goes on. The rules have changed, but do you know what they are and how they should be applied?
12:10pm - 1:10pm	LUNCH	
1:10pm - 1:55pm	The Future of Talent Acquisition Technology <i>Josh Berry</i> During this session, Josh will unveil the findings from a recent nation-wide survey assessing the landscape and utilization of current talent acquisition technology. Learn how companies and talent acquisition experts view the current offerings, where they see room for improvement and preview several new talent acquisition start-ups seeking to enhance how organizations source, screen and hire new talent.	



<p>2:00pm - 2:45pm</p>	<p>Telling Your Brand Story to Recruit & Engage Your Target Audiences <u>Crystal Miller</u> Learn proven techniques, strategies and examples of how AT&T and other best-in-class Talent Acquisition teams have used branding techniques and social media channels to attract and hire talent in a rapidly evolving talent climate. What you say and how you say it matters more than ever before when trying to connect with job seekers. This session will help you: Understand how to construct a solid social media strategy for talent acquisition. Create a blueprint for how to conduct a workforce audit to create a compelling employer brand messaging. Utilize relevant social trends and recruitment content marketing techniques to maximize social channel efficiency.</p>	<p>You Have Friends, Followers and Connections. Now What? <u>Rob Garcia</u> We live in a hyperconnected world. Whether you've intentionally cultivated your network, or it just serendipitously happened, you probably have hundreds, if not thousands of connections. In your personal and business network lie many opportunities that go undiscovered. Learn strategies and tactics to keep your network close and build meaningful relationships beyond your social and business graph.</p>	<p>Data is the New Oil: How to Leverage & Monetize the 21st Century's Greatest Natural Resource <u>Bryan Wempen</u> How to Leverage and Monetize the 21st Century's Greatest Natural Resource. How alert do you feel you are about key performance drivers within your company? As a practitioner it's your responsibility to intersect the people data with internal business data with external data. This session will support you frame-up and work through your individual equation to become a more data-driven organization. Learning objectives: Participants will identify key drivers of their business. Cover several technology tools to support becoming a data-driven organizing. Identify action steps to launch this data-centric approach to HR.</p>
<p>2:45pm - 3:05pm BREAK</p>			
<p>3:05pm - 3:50pm</p>	<p>Facebagged, Twerminated & NetWORKed: Social Media & the Law <u>Kelli Lieurance</u> With the continuing expansion of technology, employers face unique challenges to assure their policies and procedures are both legally compliant and help minimize legal liability. This presentation will highlight some of the developing legal issues surrounding Facebook, Twitter, and LinkedIn use in (and out of) the workplace, and will include a practical discussion of what you can and cannot do in terms of regulating employee social media use.</p>	<p>The Good, The Bad & The Ugly Of HR <u>Panel:</u> <u>Moderator: Chris Carlson</u> <u>Panellists: Jason Lauritsen, Vicki Trujillo, Alicia Elson</u> We've gathered 120+ years of experience to share their lessons learned and "ah ha" moments. Learn how to optimize technology, advance your career and align your goals with your organization.</p>	<p>The Art & Science of Recruitment Process Design <u>Dwane Lay</u> In this session you will learn to define the steps of your recruitment processes and how to document them, and identify failure points and bottlenecks based on process data. You will then figure out how to design future states and create plans to validate and execute a revamped recruitment process.</p>
<p>3:55pm - 4:30pm</p>	<p>Bringing it All Together - "Business For Life: Live What You Know" <u>Rayanne Thorn</u> We are fastidious and organized in our work, why not our lives? It's time to take what we know that works in our professional life and apply it to our personal lives. Be better prepared for personal day-to-day operations and the unavoidable crisis by using professional skills and experience you already have. Be the CEO of your own life.</p>		
<p>4:30pm - 4:45pm CLOSING</p>			