



# AGENDA



9-10:00am: Registration, Networking & Meeting Sponsors

10:00-10:15am: Opening

**Jeff Waldman & Rocky Ozaki**

Welcome

10:15-11:15am: Mega-Session #1 - Panel

**Brian Thomson (Moderator), Cassie Loewen & Angie Ng**

Leveraging Social Media in Recruiting

11:15-11:35am: BREAK

11:35am-12:25pm: Concurrent Session #1

1

**Caterina Sanders**

Design Thinking & HR

2

**Ryan Porter**

Bringing Job Ads Out of the 1990s

12:25-1:25pm: LUNCH

1:25-1:55pm: Engaging Discussion

**Ilya Brotzky**

The Impact of the New Canadian Federal Government Changes to Recruit Global Tech Talent

2-2:50pm: Concurrent Session #2

1

**Sarah Blackmore**

The Impact of Tech on Wellness at Work

2

**Sarah Boland & Lauren Nipp**

Using Video to Tell Your Employer Brand Story

2:50-3:10pm: BREAK

3:10-4pm: Concurrent Session #3

1

**Cam Laker**

Applying the Latest Digital Marketing Strategy to Your Recruitment Function

2

**Adam DiPaula**

How to Use Data to Enhance Employee Engagement & Well Being

4:05-4:50pm: Closing - Mega-Session #2

**Marie Samson**

Managing Change When Implementing Technology Solutions



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RISE

