

**RecruitCon**  
Next-Level Talent Acquisition  
for Today's Evolving Workforce **2017**

**Bally's Las Vegas Hotel and Casino**  
3645 S Las Vegas Blvd  
Las Vegas, NV 89109  
May 11-12, 2017



**Room Rate: \$129, plus \$24 daily resort fee—Renovated Jubilee Tower Rooms**

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Reference BLR Conference room block when making your reservation.

**Reservation cutoff date: April 10, 2017**

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# RecruitCon 2017

Next-Level Talent Acquisition  
for Today's Evolving Workforce

**May 11-12, 2017  
Las Vegas, NV**

Beat out the competition for top talent by taking your recruiting strategy to an all-star level. It all starts at **RecruitCon 2017!**

This 2-day, immersive, skills-building experience provides a forum where recruiting and talent acquisition thought leaders reveal their best practices for conquering today's challenges, including:

- ✓ Getting executive team buy-in on the recruiting resources you need
- ✓ Selecting the right metrics to measure the effectiveness of your hiring efforts
- ✓ Understanding the most impactful strategies to attract and retain veterans, Millennials, and other key demographics
- ✓ Implementing diversity strategies that really work
- ✓ Learning the very latest recruiting technologies and leveraging existing social platforms
- ✓ And more proven ways to supercharge your talent



**RecruitCon**  
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**2017**

**May 11-12, 2017  
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With the Bureau of Labor Statistics predicting **55 million** job openings in this decade, including an average of **10,000** Baby Boomers retiring everyday, it's essential that your recruiting program can beat out the competition to fill this gap with qualified, lasting talent.

- ▶ **Powerful Keynotes**
- ▶ **Inspiring Tech Talks**
- ▶ **Instructional Recruiting Metrics LearningLab**
- ▶ **Strategy-Focused Sessions (Choose from 10!)**

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# THURSDAY, MAY 11

## Recruiting Solutions Showcase

7 a.m. – 6 p.m.

## Registration, Continental Breakfast & Exhibits

7 a.m. – 8 a.m.

## Welcome Remarks

8 a.m. – 8:05 a.m.

## Opening Keynote—The State of Hiring: Putting Recruitment Data to Work

8:05 a.m. – 9:05 a.m.

The macroeconomic data show that the balance in the job market is tipping in favor of jobseekers, and iCIMS' quarterly report on national hiring trends confirms that this is being felt by employers and jobseekers alike. Utilizing iCIMS customer base data representing over 3,200 client companies filling 1.8 million jobs per year, RecruitCon 2017 kicks off by exploring recent trends in U.S. hiring in the context of the larger U.S. economic outlook, and evaluating what the new frontiers of economic data and HR metrics mean for our ability to analyze hiring trends and the job market.

## Tech Talks

9:10 a.m. – 10:15 a.m.

### Machine Learning: Understanding the Engine Propelling Next-Level Recruiting

Google's new CloudJobs API, currently in Alpha testing with jobsites like CareerBuilder.com, is an intuitive way of conducting job searches that anticipates what jobseekers are looking for and provides targeted recommendations and highly relevant search results through the use of machine learning-based principles. Learn how Google's CloudJobs API works and how it could change the way recruiting on job boards is conducted.

### Upping Your Leadership Game: How to Get Executive Team Buy-In on the Recruiting Resources You Need

Do you have the talent acquisition resources you need to make your talent acquisition team the best it can be? Do company executives see you and your team as a mission-critical asset to the company? Get straight-up advice on how to up your leadership game so you can effectively communicate with the C-suite to get the resources you need to help improve the company's bottom line.

## Networking, Refreshments & Exhibits Break

10:15 a.m. – 10:40 a.m.

## Learning Lab Workshop—Recruiting Metrics: How to Let Data Steer the Analysis of Your Hiring Practices

10:40 a.m. – 12:15 p.m.

RecruitCon's Learning Lab will be facilitated by an expert talent and data analyst who will walk you through the foundations of how to build and maintain a data-driven approach to analyzing your hiring practices. You'll learn measures on experience, cost, speed, quality, brand, and recruiting operations so you can review the metrics that matter when trying to improve quality, speed, and effectiveness of hiring.

## Lunch (provided)

12:15 p.m. – 1:15 p.m.

## Concurrent Sessions

1:15 p.m. – 2:15 p.m.

### How Does Your Recruiting Process Stack Up? Benchmarking and Other Tools to Evaluate the Strengths and Opportunities of Your Program

Ever wonder if you're getting the full bang from your recruiting buck? Are you sure you are finding the top talent available for each and every position? Stop wondering! It's time to access current benchmarking data, uncover information relevant to your job openings and your industry, and ensure that your entire organization is doing what you want—and the way you want them to.

### Case Study—Recruiting Veterans: Facilitating the Transition Between Military Service and Civilian Careers

The U.S. armed forces is the best in the world, composed of many capable men and women who are seeking to re-enter the civilian workforce following their years of service. Does your company have a successful way of reaching would-be recruits who may have been off the prospective employment grid but who could be tremendously valuable assets to your organization? This case study will feature a talent acquisition director from an organization that has designed a highly successful approach for recruiting and hiring veterans.

## Concurrent Sessions

2:20 p.m. – 3:20 p.m.

### Candidate Experience: An End-to-End Review of How to Strengthen That Critical First Impression

Improving the candidate experience, from initial contact to onboarding, is a vital goal for any organization. This session will review, step-by-step, the typical experiences that candidates go through and what processes your teams can consider implementing to improve them. You'll also learn what metrics are useful to track, measure, and evaluate the entire candidate experience.

### Diversity Recruiting Strategies that Work

To move the needle on business growth and innovation, companies need to focus on building, onboarding, and retaining a diverse workforce. While it's often easier—and frankly, human nature—to identify with and gravitate toward those who are similar to us in their way of thinking and approach to problems, the savviest organizations know that to truly build a workforce that's innovative and agile requires the assembly of a diverse array of talents—diversity that results in large part from workers' personal and professional experiences.

## Networking, Refreshments & Exhibits Break

3:20 p.m. – 3:45 p.m.

## Panel Discussion: Not Recruiting This Candidate Would Be Criminal

3:45 p.m. – 4:45 p.m.

This lively panel discussion will challenge stereotypes about hiring ex-offenders by chronicling a successful recruiting program at a Las Vegas business that has achieved success with bringing workers who had been out of the workforce back into the company fold.

## Welcome Reception

4:45 p.m. – 5:45 p.m.

# FRIDAY, MAY 12

## Recruiting Solutions Showcase

7 a.m. – 1:30 p.m.

## Continental Breakfast & Exhibits

7 a.m. – 8 a.m.

## Breakfast & Learn

7:30 a.m. – 7:45 a.m.

During this interactive demonstration, you'll learn tips and tricks for mastering real-life recruiting challenges using BLR's formidable resources. Plus, you'll be entered into a drawing for a fabulous prize—must be present to win!

## Opening Keynote—Candidate DNA: What Makes Them Tick and How to Attract Them

8 a.m. – 9:00 a.m.

What makes today's job candidates tick? What's most important to them? And, what drives them to a high level of performance and why? In today's diverse, multi-generational workplace, recruiters should be thinking about candidates' proverbial DNA—especially those from the youngest—incoming—generation of the workforce. What drives them, and why? By examining these questions, you'll be in better position to figure out how best to recruit and retain them.

## Tech Talks

9:05 a.m. – 10:05 a.m.

### Social Storytelling: Leveraging Social Giants Snapchat and Instagram to Boost Your Brand

What's the fastest-growing social network among those between the ages of 18 and 34? It's Snapchat! This Tech Talk will provide examples of how employers can tap into the latest social-networking phenomenon to build and grow relationships with prospective talent, especially those from post-Millennial Generation Z and the Gen Y Millennial demographic. We'll also look at examples of how Instagram is being used to create superior branding stories.

### 5 Steps for Optimizing Mobile Job Applications

Today, many applicants expect to complete the application process on their mobile phones or tablets. And many qualified candidates aren't completing their applications because they become frustrated with how the application process works on their mobile devices. If your mobile application process isn't optimized, you could be left in the dust. Learn 5 easy fixes for maximizing the impact of your mobile application process.

## Networking, Refreshments & Exhibits Break

10:05 a.m. – 10:25 a.m.

## Concurrent Sessions

10:25 a.m. – 11:25 a.m.

### Case Study—Surging Resumés: How to Excite and Inspire Prospective Candidates into Action

You've posted an ad for an open requisition across applicable channels, but you're not getting the flood of resumés you had hoped for. Right now, many companies are experiencing talent shortages, so the ball is in the prospective candidates' court. How can you stand out from competitors in a way that prompts candidates to complete the act of applying? At a time when many companies and public agencies are struggling to find talent, this case study will explore the success one organization had when others around it struggled to amass applications from qualified candidates.

### Culture Club: The Relationship Between Your Company's Brand and Your Ability to Attract the Talent You Want

Your organization's culture should be integrated with your recruiting strategy. Strong company branding has a positive impact on your

ability to attract active and passive jobseekers. For instance, is your company's website optimized to attract talent that you want to talk to? How can you tell?

## Concurrent Sessions

11:30 a.m. – 12:30 p.m.

### Improving Quality of Hire: The Right Way to Use Prehire Assessments

Although we're not going to give up interviews, it's often helpful to supplement them by using prehire assessments. Online assessments, in particular, can create performance models and measure candidate thinking style, behavioral traits, and interests regarding the type of work the candidate prefers. If you can make better matches between candidate and job, you will improve your organization's performance, employee retention, and management's satisfaction with quality of hires. This session will provide an overview of a variety of assessments and how they can easily be implemented in healthcare, technology, professional, financial services, and other environments.

### Hope Is Not an Onboarding Strategy: Learning and Development Strategies for Engaging New Hires from the Get-Go

When a new employee assumes a role at your company, you've got only a small window of time to make a lasting, positive impression that will lay the groundwork for his or her continued success. Onboarding is not a day-, week-, or month-long orientation—it is a process and a way of thinking about bringing new talent into the organizational fold. This session will focus on ways to help talent learn and grow from the onset in order to maximize engagement and minimize the risks of costly turnover.

## Lunch (provided)

12:30 p.m. – 1:30 p.m.

## Concurrent Sessions

1:30 p.m. – 2:30 p.m.

### How Accessible Is Your Company? Addressing Website Accessibility and Careers Page Issues to Maximize Response

Is your website's application portal fully accessible to disabled individuals? If it's not, you could be subjected to costly legal scrutiny, as the Department of Justice is taking increased notice on this issue, and the U.S. Access Board soon will release new website accessibility standards. This raises the issue of what businesses should do to ensure that their websites—as places of public accommodation—are ADA accessible.

### Referrals and Proactive Sourcing: A Proven Approach to Finding the Talent Needle in the Haystack

New research from Lever shows that just 1 in 152 who applied for work via a company website or job board got the job, 1 out of 72 was hired when proactively sourced, and 1 in 16 signed on with the company when referred to the organization. Statistics like these support the notion that not all the tools in the recruiter's toolbox basket are created equal.

## Closing Keynote – Successful Recruiting: The Key to Turning Employee Demands into Reality

2:35 p.m. – 3:35 p.m.

Stunning changes in the workplace—such as the influx of remote employees, increased flexibility, advanced technology, and collaborative tools—are creating the new workforce. How can employers successfully build a work culture that meets these new demands and is designed for the future? RecruitCon 2017 closes with insightful discussion into the tools and steps organizations can take to keep up with the rapidly changing workplace.

\*Agenda subject to change.

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