FUTURE READY

29-30 APRIL, BUDAPEST

THE LATEST & BEST IN RECRUITMENT MARKETING

Prepare for the future of recruitment. Hot & brand new insights, tools & tricks you probably never heard of and fresh strategies that work.



29th April

KARL-JOHAN HASSELSTRÖM

Employer Branding



30th April

JOSEF KADLEC

Talent Sourcing



DAY 1

EMPLOYER BRANDING

Spend a full day with Karl-Johan Hasselström (Global COO) from world leading Employer Branding experts Universum. It will be a packed and interactive day where Karl-Johan will cover the latest trends and observations in Employer Branding both form a global and European perspective.

DAY 2

TALENT SOURCING

Spend a full day with Josef Kadlec (former ethical hacker and digital forensic examiner) who is disrupting the talent sourcing and recruitment industry utilizing his cross-field experience. He will show real data and real techniques as well easily adaptable new technologies you can and should prepare for in the next 5 years.



10 YEARS

BECOME BETTER.
START TODAY.

APRIL 29th | DAY 1

IT'S TIME TO BOOST YOUR BRAND!



KARL-JOHAN HASSLESTRÖM

is the Global COO for Universum. A particular passion of Karl-Johan's is the EVP, as he has spent years helping Universum develop the strongest methodology and foundational data sets for building an EVP, ensuring that clients receive a strategy that is Attractive, Credible, True, Sustainable, and Distinct.

During his time in New York City and Stockholm, he has helped build strategies for some of the biggest and most important global brands in the world, including Goldman Sachs, Novartis, Siemens, P&G, Shell, Philips, L'Oreal, and Deloitte. Prior to joining Universum Karl-Johan ran is own Employer Branding consutlancy firm for 6 years, which was acquired by Universum in 2007. He is based in Stockholm, Sweden..

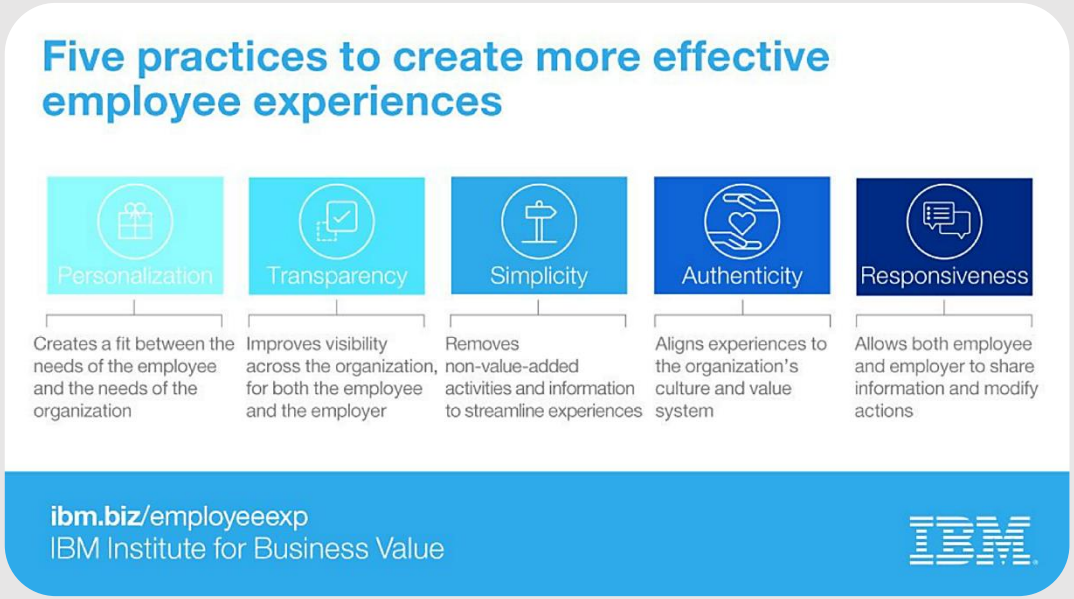
COMPANIES AKARL-JOHAN HAS WORKED WITH INCLUDE

P&G · Deloitte. · NOVARTIS · IKEA · Goldman Sachs · SIEMENS · L'ORÉAL · Microsoft

IS YOUR EMPLOYER BRANDING GEN-Z READY?

Spend a full day with Karl-Johan Hasselström (Global COO) from world leading Employer Branding experts Universum. It will be a packed and interactive day where Karl-Johan will cover the latest trends and observations in Employer Branding both form a global and European perspective.





67%

of companies report hiring challenges. Large firms have twice as much difficulty filling roles.

55%

of candidates worldwide would prefer to start (or join) a start-up than work for an established company



Global and European Employer Branding trends:

- Learn about the latest trends in the field and understand how Gen Z and start-ups are disrupting the workplace. Also learn about how Universum predicts that the HR Department will work and fit in with the overall organization in the future.

The Employer Value Proposition – The Power of Differentiation:

- Understand all the key components of a successful EVP, how to develop it and how to bring it to life. There will be a lot of myth busting and you will obtain a practical tool box that you could use in your strategy work going forward.

Global & European Best Practices & Case studies:

- Learn what Adidas did in order to climb from position 27 to position 15 on the world most attractive employer ranking + understand how Siemens revolutionized their whole EB approach, as well the „colours don't always match" unique EB approach from a Unilever campaign.

Employer Branding - Dos and don'ts:

- Obtain a check-list of all the relevant dos and don'ts when working with your EB, and participate in a quick social media game: which words are used the most in SMM to attract talent?

10 YEARS

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APRIL 30th | DAY 2

THE ULTIMATE GUIDE TO SOURCING TALENT IN THE 21st CENTURY



JOSEF KADLEC

Josef Kadlec is the founder of GoodCall and Recruitment Academy. He started with the background of software engineer as an unconventional headhunter and talent sourcing architect. He is an author of People as Merchandise: Crack the Code to LinkedIn Recruitment. He is a lector of Recruitment Engineering video course and curator of his own show Hireconomics.

Josef is also the first officially certified LinkedIn recruiter in Central and Eastern Europe. He is one of the elite speaker at the largest talent sourcing conferences such as Sourcing Summit (Amsterdam, Tel Aviv, Munich, Tallinn), HIREConf (New York), Social Recruiting Days (Berlin), Evolve Summit and others.

COMPANIES JOSEF HAS WORKED WITH INCLUDE

DHL, Nestlé, T-Mobile, Heineken, ŠKODA, ExxonMobil, Hilton, McKinsey & Company

HOW TO FIND & HIRE THE RIGHT PEOPLE?

This 1-day course aims to inform participants about the new trends and methods of recruitment and talent sourcing. Participants will discover the context of modern recruitment trends based on its development. Also they will learn about practical new techniques of sourcing and contacting candidates on social networks such as LinkedIn, Facebook, Vkontakte, Instagram and many others.



Module 1 - Recruitment Numbers Game: Data, Analytics and Principles

- The current state of labor market and how to deal with it
- What are current and future trends in social recruitment
- What is the overall social media recruitment strategy for passive talent acquisition
- The latest talent sourcing updates for recruiters

Module 2 - Candidate Searching and Targeting: Hunt Them Down Before Your Competition Does

- Exhaustive searching: How to master searching to find everybody anywhere
- How to uncover hidden talent pools (i.e. candidates your competition is not aware of)
- What are Boolean and X-Ray searches and how to benefit from them
- How to proceed with onion search, conceptual search, implicit search, natural language search, indirect search
- How to proceed with advanced techniques such as semantic search, probabilistic and exhaustive search
- The new trend of behavioral sourcing
- How to automate candidate search using LinkedIn and third-party services
- Live sourcing lab

75%

Candidates are passive ones, but

90%

of candidates would like to hear you out.



Module 3 - Principles of Candidate Engagement: How to Approach Anybody and Get a Response Every Time

- Extreme engagement: Ways how to maximize the response rate
- How to compose messages which candidates cannot ignore
- How to find user contact information when it is not available, every time
- How to find email address for nearly any candidate in the world
- Unorthodox methods how to grab the attention of your candidates
- Video Sourcing: Skyrocket your candidate response rate up to 100%

Module 4 - HR Marketing for Outbound Recruitment: Personal Branding as the Latest Business Tool

- Employer branding versus personal branding
- What is the pragmatic purpose of building an employer brand for everyday recruitment routine
- The importance of personal branding for recruiters and hiring managers
- The new social media formats you are probably not aware of at all

Module 5 - The Future is Now: What's the Next Big Thing in HR Tech?

- Emerging tech you can use in recruitment and sourcing
- What is the technology evolution curve and how it is going to influence recruitment
- Practical demonstration of emerging technologies in recruitment – face recognition and virtual reality

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TICKET OPTIONS

EARLY BIRD OFFER TILL 21st FEBRUARY

1 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€650

STANDARD

€500

2 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€600

STANDARD

€450

BOOK 3 PEOPLE

DAILY PRICES PER PERSON

EARLY BIRD

€550

STANDARD

€400