FUTURE READY

1-3 JUNE, MOSCOW

MODERN HR STRATEGY TO SOURCE, ENGAGE & RETAIN YOUNG TALENT

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





YOUR TAKEAWAYS

1

You will design the talent persona of your desired hire and create a full psycho demographic profiling.

2

You will see the whole candidate's journey through attraction, experience, engagement and onboarding.

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3

You will create a highly creative onboarding programme that is super relevant to the talent persona you designed.

4

You will put together a tangible plan that helps you to inspire, engage, motivate and retain your young hires.

5

You will get a toolkit of advanced techniques such as semantic search, probabilistic and exhaustive search.

6

You will create a unique approach to grab the attention of your candidates in the hyper-individualistic labour market.





JUNE 1st - 2nd | DAY 1-2

THE ULTIMATE GUIDE TO ATTRACT AND RETAIN YOUNG TALENT

VIDEO

FEW WORDS FROM ANDY PARTRIDGE

ANDY PARTRIDGE



Andy is the COO of the London Data Driven Employer Brand Agency Link Humans. Their Index offers a deep evaluation of your employer brand, looking at what candidates, employees and alumni are saying about your company online. This is to help you understand how your company is viewed externally, and how you can improve your employer brand from the inside out.

In 2010 he founded Enviable Workplace the company culture blog, to help companies create great company culture, to better attract, engage and retain the best people in their marketplace. Since its beginnings, over 200,000 international HR directors, managers, employees and leaders have read or contributed insights. His background is in the recruitment industry delivering in-house training and seminars to recruitment consultancies, HR professionals and line managers.

airbnb Unilever VEOLIA

Adecco BBC PEPSICO BAE SYSTEMS



DAY 1 | AGENDA

MODULE 1

Some companies offer high remuneration systems, some others offer bars, pools and chocho tables in the working space. How do you find your competitive advantage in the New World of Work? It is all about the mindset of our future & current employees.

We will show you how to better understand Generational Differences, how to bring purpose&values to life in our work environment and how to establish an emotional connection resulting in best talents working for you.

- Understanding Generational Differences
- Your Competitive Advantage
- Bringing Purpose & Values to Life in our Work Environments
- The Power of Emotional Connection

MODULE 2

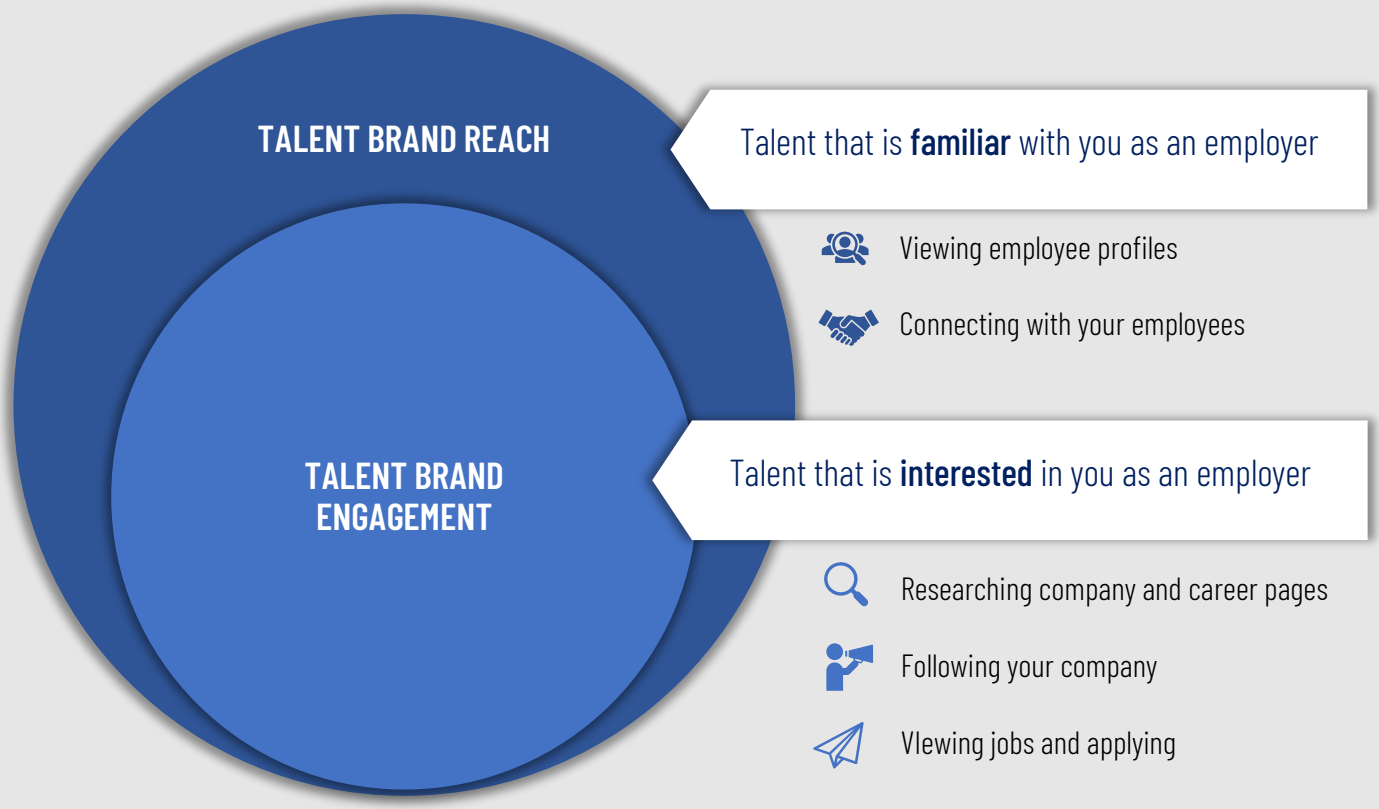
Before finding&hiring the talents, we first need to understand who is our ideal target candidate. But how do we really define it?

You will see how to create Talent Personas, using trends, insights and data and how to use Psychographic Profiling to understand better how candidates communicate with other people, what motivates them, and what values they have.

- What do we need to know?
- Creating Talent Personas
- Psychographic Profiling
- Tailoring Experience to Different People



TALENT BRAND INDEX = $\frac{\text{Talent Brand Engagement}}{\text{Talent Brand Reach}}$



MODULE 3

Would you like to know what candidates, employees, and alumni are saying about your company online?

We will show you how "Employer Brand Index" can help you to understand how your brand is perceived externally, what are the 16 Key Attributes you can use and how you can generate deeper insights based on which you can prioritise your action plans.

- Introduction to The Employer Brand Index
- Working with the 16 Key Attributes
- How can you upgrade your Employer Brand
- Tips for Engaging Internal Stakeholders



DAY 2 | AGENDA

MODULE 4

We all have Onboarding programmes, however do they all work just as perfectly as we want them to work?

In this session we will give you additional insights and real examples of what works and what doesn't, some useful tips on how to creat a great Onboarding programme for your company, and last but not least, we will share different options how to create a better experience throughout the Employee Journey

- Improving the Employee Journey
- Useful Tips for a Great Onboarding Programme
- Cool Onboarding Case Studies
- Designing an Onboarding Programme

MODULE 5

Great Employee Experience does change how our colleagues feel and how long they want to be with us. But can it happen without us doing something about it?

We will dive in to different communication styles and how we can manage and develop relationships to create that SPECIAL experience we want to give and have.

- Understanding Communication Styles
- Managing and Developing Relationships
- Awareness of Personal Strengths
- Developing Great People Experience



MODULE 6

Employees want to see the opportunities in their near future and not just the package they receive when being hired. But is it just us who need to show them the path or it is also on them to realize what they want and their full potential?

You will see how tools such as "Vision Board", "Personalized Journey Map" and developing Personal Effectiveness will help greatly to stay motivated, focused and positive

- Vision Board Exercise for Onboarding
- Managing Visions for Success
- Developing Personal Effectiveness
- Developing a Journey Map

TICKET OPTIONS

TILL 14th FEBRUARY
€990



APRIL 6-7

DAY 1 + 2

STANDARD PRICE

€1200

TILL 14th FEBRUARY
€550



APRIL 8

DAY 3

STANDARD PRICE

€ 650

TILL 14th FEBRUARY
€1350



APRIL 6-7-8

DAY 1 + 2 + 3

STANDARD PRICE

€ 1650



JUNE 3rd | DAY 3

THE ULTIMATE GUIDE TO SOURCING TALENT IN THE 21st CENTURY

VIDEO

FEW WORDS FROM JOSEF KADLEC

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.





DAY 3 | AGENDA

MODULE 1

The trends in Social Recruitment are constantly changing. The labour market changing. Candidates become more passive. So how do we adapt?

We will show you the social media recruitment strategy for passive talent acquisition, how to use data, analytics and principles to your advantage and what are the latest talent sourcing updates for recruiters.

- The current state of labor market and how to deal with it
- Current and future trends in social recruitment
- Social media strategy for passive talent acquisition
- Learn latest talent sourcing updates for recruiters

MODULE 2

First come first served or in another words, when candidate searching and targeting, Hunt Them Down Before Your Competition Does!

You will see how to uncover hidden talent pools (i.e. candidates your competition is not aware of), how do you automate candidate search using third-party services, what is the new trend of behavioural sourcing and how can you use advanced techniques such as semantic, probabilistic and exhaustive search

- Exhaustive searching: How to master searching to find everybody anywhere
- Uncover hidden talent pools
- How to benefit from Boolean and X-Ray searches
- Best usage of onion search, conceptual search, implicit search, natural language search and indirect search
- Advanced search techniques & automated candidate search using third-party services.



MODULE 3

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

Wouldn't you like to compose messages which candidates just cannot ignore? That is exactly what this session will give you: Unorthodox methods to grab the attention of your candidates, how and where to find user contact information when it is not available and how to use video sourcing to Skyrocket your candidate response rate.

- How to compose messages which candidates cannot ignore
- Extreme engagement: Ways how to maximize the response rate
- 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
- Video Sourcing: Elevate your candidate response rate up to 100%

MODULE 4

HR Marketing for Outbound Recruitment: Personal Branding as the Latest Business Tool What is the difference between Employer branding versus personal branding and how do you use both?

We will show you the importance of personal branding for recruiters and hiring managers as well as the new social media formats you probably are not aware of and how to use them to attract candidates.

- Employer branding versus personal branding
- Pragmatic purpose of building an employer brand for everyday recruitment routine
- How do you build personal branding for recruiters and hiring managers
- The new shiny social media formats you can use



MODULE 5

The Future is Now: What's the Next Big Thing in HR Tech? What we used today might already no longer work tomorrow.

We will show you the Emerging tech you can use in recruitment and sourcing, such as face recognition and virtual reality and how the technology evolution curve is already influencing your business and recruitment.

- Emerging tech inrecruitment and sourcing and what can you use
- The influence of technology evolution on recruitment - don't be late
- Practical demonstration of emerging technologies in recruitment

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€550



JUNE 3

DAY 3

STANDARD PRICE

€ 650

TILL 14th FEBRUARY
€1350



JUNE 1-2-3

DAY 1 + 2 + 3

STANDARD PRICE

€ 1650



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