

TALENT

2nd Annual Social Media Talent Acquisition

2 hours web-based conference

May 7, 2014

14:30 – 16:30 hrs. CET

13:30 – 15:30 hrs. GMT



EVENT INTRODUCTION

Social media has established its role within the HR ever since its introduction to this field. It's beyond doubt that from an employment perspective, social media represents a rich source of potential talent that can be found in vast pool of candidates. Online talent acquisition strategies have been widely used for quite a long time, however there is still lack of understanding how to properly and effectively use them. But that's a zero sum game for every company from several practical and logical reasons. Firstly, investments into social media tend not to be financially draining. Secondly, by using social networking you can gain access into a broad online community. And last, but not least, online transparency builds your brand, empowers your employees and helps you attract the best potential ones from the candidate pool.

If employers want to keep up, it's necessary to establish and maintain an effective online communication in order to win the talent war. Avoid your social media strategy being cumbersome and reach out for the best and proven steps you can find out there. Prepare yourself by hearing case studies that will give you the upper hand when assessing the social media talent attraction contest.



HOT TOPICS FOR 2014

- ▶ **Find out how to attract new talents via social media – how to win the talent war with social media?**
- ▶ **Get a bigger picture of using social media for building a solid pipeline of strong talent**
- ▶ **Discover the pace at which HR innovation is moving forward and search through a pool of talent effectively**



OUR EXPERT ADVISORY BOARD

Alfredo Donati, GTS Group – A Lufthansa Company, Ireland
HR Partner and Recruiter

Catriona McDermott, The Ark Sarl, Luxembourg
Talent Acquisition Expert



YOUR PRESTIGIOUS SPEAKERS

Dave Martin, Three Sparks, United Kingdom
CTO & Mobile web Expert recruitment

Andy Headworth, Sirona Consulting, United Kingdom
Founder

Jo Dodds, Counterpoints Matters, United Kingdom
Social Media HR Expert

Catriona McDermott, The Ark Sarl, Luxembourg
Talent Acquisition Expert



WHO SHOULD ATTEND

Kakushin Group invites:

Senior VP, VP, Senior Executives, Global Heads, Heads, International Directors, Senior Directors, Directors, Global Heads, Managers of: Talent Recruitment, Knowledge Management, Employee Engagement, Employee learning, Communication, Internal Communication and Social Media, Recruitment, Talent Acquisition, Social Media HR strategies, Employer Branding specialists and everyone interested in the topic...

Wednesday, May 7, 2014



14:25 Online Login



14:30 Welcome note from Kakushin Group

14:35 ▶ KEYNOTE The pace of HR Tech innovation – has always been crazy and recruiter have to keep up

Dave Martin, Three Sparks, United Kingdom
CTO & Mobile web Expert recruitment

15:05 Connection strategies. Use of groups for finding talents and the need for an optimization

We present a successful case study on how to carve out a connection strategy. We review the essential preparatory steps in "research to start search", how to create a targeted talent pool through the use of Groups using a key research-search matrix.

Step 1 - Research to start Search

Create a research : search matrix What's this?

- Understand the brief? What are the must have skills, should have skills?
- List your competitors, key service partners, distributors, key words, industry geek words, locations,
- Case study key words and search matrix

Step 2 - How to create a targeted Talent Pool

Review your current network

- Review your connections and Group Memberships
- Optimising your Groups
- Who's in a group?
- Using your research and search matrix
- Using the advance search function
- Discipline in research

Step 3 - Successfully reaching out and connecting to Talent

- Putting people first

Catriona McDermott, The Ark Sarl, Luxembourg
Talent Acquisition Expert

15:35 How to build a social media content strategy for Talent Acquisition

- Learn how to find the right content for your social media audience
- Understand the best tools and technology for sharing your content easily
- Which social media networks should form part of your strategy?
- What does success look like, and how do you measure it?

Andy Headworth, Sirona Consulting, United Kingdom
Founder

16:05 Employer Branding in this Transparent Social World

Join Jo Dodds and learn:

- What an employer brand is and what it isn't
- How social media is impacting your employer brand in the new 'social world'
- How to ensure you are an attractive proposition for your candidates

In this action packed session you'll learn:

- How to determine the characteristics of your employer brand
- How you can use social media to improve your employer brand
- What pragmatic next steps you should be taking

It's often thought that social media is the domain of marketing alone. That couldn't be further from the truth. Especially in this age of increased transparency, those HR professionals who don't understand the power of social media and digital developments are risking their organisation's reputation and success in the 'war for talent'.

Find out how and what you can do about it...

Jo Dodds, Counterpoints Matters, United Kingdom
Social Media HR Expert

I would like to thank everyone who has helped with the research and organization of this event, especially the speakers for their support and commitment.

Michal Kanderka
michal.kanderka@kakushingroup.com

▶ **SPEAKER BIOGRAPHIES:**



Dave Martin
Three Sparks, United Kingdom
CTO & Mobile web Expert recruitment

Dave has over 13 years experience covering online technology and online commercial strategy. More recently Dave has been an evangelist keynote speaker focusing on rapid growth of Mobile Internet. Expert experience and knowledge spans across social media, online recruitment, mobile applications, mobile business, web business models, strategic delivery, project management, product development. Dave is experienced at leading technical teams and building scalable web applications and native mobile apps using the Ruby Stack, iOS, Android and Microsoft technologies. Dave recognises the shape of the Internet in the future and cares about products supporting individuals and companies in a hybrid online world of mobile and desktop. He is a leading mobile Internet expert with the strategic and hands on project experience to drive online business forwards into the next decade of media consumption.



Jo Dodds
Counterpoints Matters, United Kingdom
Social Media HR Expert

After eighteen years in the 'corporate world' in senior level Retail HR with companies such as B&Q, Staples and First Choice, Jo Dodds started her own business in August 2005 publishing eight local community magazines in her area. She extended her offering by helping the small businesses to market online including specialising in social media marketing since 2009. Jo's focus now is back to her roots in HR, working with organisations and HR Professionals to ensure they are able to take full advantage of the new 'social world'. Helping them to understand and benefit from the opportunities now available to develop better communication, collaboration, customer service and engagement within their teams and with the wider business world. She also continues to work as an Associate Consultant with organisations focused on social media marketing. And she loves nothing more than passing on her knowledge and bringing understanding and results to her clients.



Andy Headworth
Sirona Consulting, United Kingdom
Founder

Andy is the founder of Sirona Consulting – a specialist consultancy that helps companies understand and leverage social media to improve their recruitment strategy and processes. He is also the author of the popular Sirona Says blog, where he discusses everything in recruitment – especially social recruiting. Andy has a wealth of experience across the recruitment industry having spent 23 years working in it, first as a recruiter for 17 years, followed by consulting with both recruitment agencies and corporates for the last 6 years. He has successfully delivered recruitment projects and assignments for companies in the UK, Europe, Middle East and the US. As an early advocate of social media in recruitment, Andy has established himself as an expert in social recruiting. He enjoys sharing his passion for improving recruitment effectiveness utilising social media combined with technology and a clear recruitment strategy. Two years ago he had his first business book published – *Smart Social Media Recruitment Strategies* – and even though he said 'never again', he is ready to write the next one (just don't tell his wife, Sara!)

What is a webinar?

Quite simply, it is the most efficient means of getting the information you need.

Webinars are an innovative, interactive online training tool that provides you with the competitive information you need in the most straightforward way possible. The web-based platform requires no download.

- See and hear from a variety of speakers.
- High functionality means you can ask questions and partake in discussions to make sure that your voice is heard.
- The login process, and minimal system requirements are simple and described in detail below for your ease and convenience.
- A webinar is the easiest, fastest and most efficient way to get the information you need, delivered right to your desktop.
- No longer do you need worry about travel delays or hotel costs.

How to join?

STEP 1

You will receive an e-mail prompting you to register for the webinar

STEP 2

After registration, you will be presented with a screen prompting you to enter the webinar in your outlook Calendar. You will also receive an identical e-mail copy of this page.

Do not lose this e-mail as it contains the link needed to login and the necessary system requirements:

System Requirements

Please check to see that you meet the minimum system requirements and that you have the equipment you need before downloading the latest version of GoToWebinar.

What are the system requirements for running GoToWebinar?



Windows

Operating System: Windows 2003 Server, Windows XP, Windows Vista, Windows 7
Browser: Internet Explorer® 7.0 or newer, Mozilla® Firefox® 4.0 or newer, Google Chrome™ 5.0 or newer
Additional software: JavaScript™, Java™ 1.6 or higher recommended



Mac

Operating System: Mac OS® X 10.5 (Leopard®), Mac OS® X 10.6 (Snow Leopard®), Mac OS® X 10.7 (Lion®)
Browser: Safari™ 3.0 or newer, Mozilla® Firefox® 4.0 or newer, Google Chrome™ 5.0 or newer
Additional software: JavaScript™



iOS

Device: iPad® 1 or newer, iPhone® 3GS or newer, iPod® Touch (3rd generation) or newer
Operating system: iOS 4.2 or newer
Internet: WiFi recommended for VoIP
Additional software: Free GoToMeeting App from the App Store



Android

Operating system: Android 2.2 or higher
Internet: WiFi recommended for VoIP
Operating system: iOS 4.2 or newer
Additional software: Free GoToMeeting App from the Google Play Store

What equipment do I need to use GoToWebinar?

All you need to start using are the following:

- Windows or Mac computer
- Internet connection (broadband is best)
- Microphone and speakers (built-in or USB headset)
- Webcam to use GoToMeeting with HDFaces

Most computers have built-in microphones and speakers, but you will get much better audio quality if you use a headset or handset. You can also make calls on your landline or mobile device.