

RecruitCon 2020: The Nation's Leading Talent Acquisition Solutions Event for Employers

RecruitCon (Fall) 2020 is traveling to Kissimmee, Florida's Gaylord Palms Resort & Convention Center outside of Disney Springs—one of the East Coast's premier tourist destinations! The agenda is jam-packed with technical hacks, intensive workshops, and inspiring talks to help talent acquisition, management, and HR professionals uncover new and emerging practices to streamline sourcing, recruiting, and hiring top talent.

OVERVIEW TAB:

RecruitCon Fall 2020 is designed to teach you how to:

- Recognize how the recruiting landscape is changing and how to prepare for the impact over the next five years
- Lower soaring new-hire turnover rates with better hiring and onboarding practices
- Provide benefit offerings that matter for attracting the multi-gen workforce
- Achieve better response rates in 100 words or less
- Use AI for sourcing passive talent
- Apply data to influence hiring managers' behavior
- Avoid candidate experience 'ghosting' nightmares
- Use predictive analytics to find better candidates
- Pull together magnetic employee advocate and referral programs
- Design interview structures and questions to help evaluate candidates' soft skills
- Launch one-way interviews for time-saving candidate screenings
- Use job ad differentiators
- Interpret candidates' speech patterns to predict job performance
- Practice fair chance hiring and avoid the legal pitfalls of review, score, rank AI-based prescreening tools
- Craft extraordinary onboarding experiences

Who Should Attend?

- Talent acquisition managers
- Sourcing/recruiting professionals
- HR managers/directors

Program Highlights

The unemployment rate remains at a historic low—around 3.5%. And, today's workforce spans four generations. Translation: The competition for highly experienced, mid-level, and new talent can be fierce.

And, there are growing trends guiding today's sourcing and hiring strategies. For instance, a focus on candidates' soft skills is becoming more important to organizations. These can provide valuable insight into a candidate's ability to solve problems, adapt to change, and collaborate with team members and across work groups. But, one of the challenges for hiring organizations lies in devising an objective way to measure soft skills through pre-employment assessments and interviews.

Also, given the nationwide push for pay transparency, organizations may find themselves at a disadvantage if they don't offer up-front information to candidates about salary information. In fact, career sites like Indeed and ZipRecruiter have reported a bump in job-posting page views and applications when those postings include salary information.

In addition, given the tight labor market, focusing on proactive recruiting strategies is essential. That means building a funnel of candidates earlier than ever before. But how? Today's recruiting and HR managers need to be technologically savvy as well as have a strategic plan for how they will build and sustain their talent pipelines to keep up with the current state of labor supply and demand.

RecruitCon Fall 2020 is designed to teach you how to conquer these challenges head on.

Pre-Conference Workshops, 11/9/20

Preconference Registration & Continental Breakfast

7:30 a.m. – 8:30 a.m.

(AM Only) Modular Employment Brand Strategy Design

8:30 a.m. – 11:30 a.m. (*Refreshment break from 10:00 a.m. – 10:15 a.m.*)

This intensive preconference workshop will teach you how to design a modular employment brand strategy so you can get the optimal message in front of the right audience, all while making sure the core essence of your organization's culture, value, and mission remain intact.

PM Preconference Registration

12:00 p.m. – 1:00 p.m.

(PM Only) Conquering Unconscious Bias: How to Evaluate and Enhance Your Interviewing and Hiring Methods to Eradicate Hidden, Unfair Assumptions from the Process

1:00 p.m. – 4:00 p.m. (*Refreshment break from 2:30 p.m. – 2:45 p.m.*)

Making automatic, unconscious assumptions about someone based on biases or learned stereotypes can have a detrimental effect on the screening, interviewing, and hiring process and workplace culture, in general. During this preconference workshop, you'll learn how to:

- Eliminate unconscious bias by simplifying and standardizing the interview and hiring process
- Recognize hiring prejudices and how they operate
- Evaluate job listings to spot stereotypical wording and revamp job posts with more neutral wording
- Launch a truly "blind" résumé review process
- Devise work sample tests to gauge future job performance and calibrate your judgment concerning multiple candidates
- Set diversity goals
- Avoid hiring decisions based on "likability"
- Broaden outreach beyond known networks to achieve a more diverse pool of candidates

Day 1 Main Conference, 11/10/20

Registration, Continental Breakfast, & Exhibits Open

7:00 a.m. – 7:55 a.m.

Opening Remarks

7:55 a.m. – 8:00 a.m.

Opening Keynote | How Recruiting Will Be Different By 2025—and What You Should Do Right Now to Prepare

8:00 a.m. – 9:00 a.m.

In a recent report, LinkedIn Talent Solutions explored seven ways recruiters' roles will change over the next few years. A key takeaway from the report, which relied on input from talent acquisition thought leaders worldwide, indicates that recruiters must focus on honing new skills, adopting new tools, and taking a more strategic—and prominent—business-focused role. *RecruitCon* kicks off with an insightful look at how to evaluate the resources you'll need to get your job done and craft a plan to support your organization's hiring needs through 2025.

Recruiting Hacks

9:10 a.m. – 10:25 a.m.

#1. Improved Hiring and Onboarding to Lower Soaring New-Hire Turnover Rates

9:10 a.m. – 9:25 a.m.

This *Recruiting Hack* will shed light on how to calculate your new-hire turnover rate and several tips for lowering it.

#2. Benefits Strategies for the Multi-Gen Workforce

9:30 a.m. – 9:45 a.m.

What motivates the varied generations of talent currently in the workplace? The answer is, it depends. The fact is, workers in each generation may crave different benefits and perks, so how can you be sure your packages meet the mark? It comes down to focusing on real choice and value, and this *Recruiting Hack* will provide real-life examples of such choices and value at work.

#3. Better Response Rates in 100 Words or Less

9:50 a.m. – 10:05 a.m.

Writing long messages to prospective candidates won't get you the results you want. But, shorter, more concise messages put you in a far better position to boost response rates, and this *Recruiting Hack* will teach you the secrets to whittling down messages in a way that leaves candidates wanting to take that next step to engage with you.

#4. AI for Sourcing Passive Talent

10:10 a.m. – 10:25 a.m.

This fast-paced talk will fill you in on how to take advantage of some of the successful artificial intelligence-driven (AI) sourcing tools on the market, like Ideal, Zoom.ai, and Textio, to find passive candidates who aren't in active job search mode.

Networking, Refreshments, & Exhibit Break

10:25 a.m. – 10:45 a.m.

Predictive Analytics for Finding Better Candidates

10:45 a.m. – 12:00 p.m.

This session will show you how take the key traits your best employees share and use automation to develop a system to screen candidates against the model you've built.

Networking Lunch (Provided) & Exhibits

12:00 p.m. – 1:00 p.m.

Using Data to Influence Hiring Managers' Behavior

1:00 p.m. – 2:15 p.m.

This session will show you how to leverage recruiting data to pull your hiring managers toward you—not push them away.

Networking, Refreshments, & Exhibit Break

2:15 p.m. – 2:30 p.m.

Ghosting Candidates: What *Not* to Do to Avoid Being Haunted by Bad Candidate Experiences

2:30 p.m. – 3:45 p.m.

Ghosting candidates can be extremely detrimental to your hiring endgame. This session will teach you how to evaluate whether your organization's current methods and modes of interaction with candidates could be setting you up for a hauntingly bad outcome. You'll learn tips for improving the candidate experience to exorcize the big bad hiring ghost once and for all.

Closing Day 1 Keynote – Employee Advocates and Referrals: How to Spread the Word and Magnetize Your Company Culture

3:55 p.m. – 4:55 p.m.

Presented by: RecruitCon Title Sponsor Digi-Me

Employee referral programs are a great resource for finding and attracting top talent. Referral programs have proven to generate new hires that have longer tenure and can locate talent at a lower cost. Simply spreading the word can be completely free of charge. An easy way for employee advocates to get the message out quickly to his or her network is through social media. Adding a cultural video that can be easily shared across social networks to a job posting makes the best impact; as video is known for increasing both click through rates and are more likely to get a “like,” “share” or “comment.” Social networks are a goldmine for referrals. Also, a potential candidate learns and retains up to 60% more about a company culture by watching a video versus reading text alone. With the right imagery and music, you are gaining the attention of potential candidates and magnetizing them to what your company can offer. Day 1 of *RecruitCon* closes with a look at real-life examples on how to make employee referral programs work for you.

Networking & Exhibits Reception

5:00 p.m. – 6:00 p.m.

Day 2 Main Conference, 11/11/20

Continental Breakfast & Exhibits

7:00 a.m. – 8:00 a.m.

Breakfast & Learn

7:30 a.m. – 7:45 a.m.

Soft Skills Evaluation: How to Design the Interview Structure and Questions

8:00 a.m. – 9:00 a.m.

We'll cover everything from behavioral and situational questions to reading body language in this intensive session designed to teach you how to structure the interview process and zero in on candidates' soft skills aptitudes. And, you'll learn essential tricks for determining which interviewers should be asking which questions and why. By the end of this session you'll have an action plan for evaluating candidates' adaptability, creativity, leadership abilities, and much more.

Recruiting Hacks

9:10 a.m. – 10:25 a.m.

#1 One-Way interviews for Time-Saving Screenings

9:10 – 9:25 a.m.

Programs like HireVue allow you to set up questions you want to ask candidates who get a link and record their answers from their smartphones or computer. But are programs like this really time savers? This *Recruiting Hack* will provide insights into the benefits and potential drawbacks of using one-way video screenings.

#2 Job Ad Differentiators

9:30 a.m. – 9:45 a.m.

The one-and-done job posting to a platform like Indeed just doesn't cut it anymore. This *Recruiting Hack* will teach you how to use tools like Adstream, Wonderkind, and Appcast to dynamically target prospective candidates with strong content that highlights employee experience, workplace culture, and what sets your organization apart from the competition.

#3 Interpreting Candidates' Speech Patterns to Predict Job Performance

9:50 a.m. – 10:05 a.m.

You're screening a candidate over the phone and he's using first-person pronouns but speaks in the present or future tense to describe his work experience. Another candidate uses the second- or third-person (passive voice) but tends to use the past tense when talking about her experience. Who's more likely to be a strong performer? Fortunately, there's a lot that can be gleaned from a candidate's speech pattern. We'll walk through a simulation to help you better spot clues that can shed valuable light on whether you're speaking with a high or low performer.

#4 Fair Chance Hiring and Review, Score, Rank AI-Based Prescreening Tools—Legal Issues to Watch Out for

10:10 a.m. – 10:25 a.m.

There are AI-driven tools out there that can save you valuable time by allowing you to review, score, and rank candidates. And, this type of AI-driven pre-screening tool is definitely a good way to evaluate candidates' experience, skills, and other essential characteristics. But what are the legal issues to watch out for when using AI to review, score, and rank candidates? Could using such tools violate fair chance hiring laws? This *Recruiting Hack* will provide timely insight into legal traps to watch for when rolling out AI-driven tools to screen candidates in and out.

Networking, Refreshments, & Exhibits Break

10:25 a.m. – 10:45 a.m.

Crafting Extraordinary Onboarding Experiences: How Pinterest's 'Knitting' Program Instills Passion in New Hires

10:45 a.m. – 11:45 a.m.

"Knitting"—it's a term Pinterest uses to describe the practice of collaboration among team members that lets talent see things from varied points of view. And, before new hires report for their first day of work, they're encouraged to take

part in the company's knitting community. This case study will reveal how Pinterest launched and manages its knitting program for better onboarding and new-hire retention. You'll learn how Pinterest:

- Makes working together priority #1 from the get-go
- Provides new hires with the chance to put the company's knitting values to work throughout the onboarding process, by using icebreakers, talks with team leadership, and communication tools like Slack
- And more!

Social Learning Wrap-Up

11:45 a.m. – 12:15 p.m.

Before heading out, you'll have the opportunity to share and reflect on key conference takeaways during this wrap-up social learning activity designed especially for recruiters!

Conference adjourns 12:15 p.m.

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Agenda subject to change.

Sessions less than 1 hour in length are not eligible for HRCI/SHRM credit.