

IBB's Pan-European Seminar & Workshops 2011

Online Recruitment

Social Media-, Mobile- and Video Recruiting and more!

Wednesday Afternoon 23rd November
& Thursday 24th November 2011
Barcelona, Spain

With Best Practices & Workshops
taking you Beyond the
'Now What' Phase and
Showing You 'How To'

Top Speakers
from these and other companies:

L'ORÉAL



sonru.com



monster
Your calling is calling™

Interactive & Practical (max. 35 participants)

Awards and nominations



Best Social Recruiter 2009
Finalist Recruiter Of The Year 2002 & 2003

2 Specialised Trainers:

WebBOOMM



recruit²



After participating you have practiced and will be able to:

Optimise Online Recruiting Strategy and Sourcing Effectiveness

Enhance your Global Employer Branding through Online Recruiting

Effective Social Media Recruiting: Learn from practical in-depth sessions about Recruiting through LinkedIn & Facebook

Mobile Recruiting: From developing a Mobile Recruitment Strategy to Operational Mobile Careers Site Optimization & Mobile Social Recruiting

Video Recruiting: Do's and Don'ts of Recruiting through Video

Online Recruiting & Search Optimisation: Where the candidate finds you

How to Measure Social Recruiting ROI: Tracking and analysing returns on social recruiting

Kromme Leimuidenstraat 13, 1059 EL Amsterdam, 003120-2223301
Avenida Drassanes 6-8, 08002 Barcelona 0034 9375 23141
www.ibbint.com/Online-Recruitment-Workshops.html



IBB INTERNATIONAL

“European Online Recruitment Up 21% Year-over-Year”

Source: Monster Employment Index June 2011

“The most talented employees may be looking for work elsewhere as 31 percent of the employees said they would look for employment at another company if the economy improves”. *Source: CareerBuilder survey says June 2011*

“Around 33 percent of the bosses are concerned that they will lose their best employees because of the improved economy”. *Source: Best Syndication*

Just some quotes of recent surveys. With new data showing a strengthening job market, companies are hiring and employees are on the hunt for new opportunities. **The trend in business hiring is widespread**, with 68% of industries adding jobs so far this year.

In 2011 we have seen an **increasing amount of pressure to attract, land and retain the top talent across industry sectors**. More and more companies are starting to realize that the workload and work conditions over the past few years have created an environment where many of their top producers are now, or will be, looking for new positions.

The number of people that are now using social media is way up and will continue to grow, so **recruiters will not be able to ignore the power of being a part of the online community**.

The question now changed from: Why Online Recruitment TO: HOW to implement it effectively?

Though online, mobile-, video- and social media recruiting have received a lot of attention over the last 12-24 months, **unfortunately most companies are still lacking when it comes to what they should be doing and how to do it**. As a result, adoption has been slow and certainly not as quick as was predicted by many analysts.

Recruiting will focus less on Corporate fit and more on the ability of candidates; their experience, and their performance. Companies are coming to recognize that profits comes not only by embracing the obvious diversity of candidates, but also not by making candidate pools that are so similar of people who talk alike, think alike and fit in just right within a corporation that embracing difference allows for financial profits and imagination.. **and they will expect recruiters to bring the value add to the business**.

And the online recruitment market is constantly changing. Competition is increasing but so are the opportunities as employers demand greater value from job boards. The keys to success are innovative services and more effective candidate and client attraction techniques.

By attending this high-level interactive and practical Pan-European seminar & workshops in Barcelona on the 23rd and 24th of November, you will not only **receive answers, tools & tricks to these High Impact Strategic Movements but also gain practical insight into best-practice corporate online recruitment strategies** and be able to drive further the competitive advantage of your company.

Wednesday Afternoon 23rd November 2011

Optimizing Online Recruiting Strategy and Employee Branding

13.30 Welcome Coffee followed by Opening

Online Recruiting Strategy and Global Resourcing

14.00 Best practice

- Talent Acquisition Vision and Thrusts, Strategy and Future Leaders Programme
- Case Studies UK, Ireland, Latin-America and China
- Online Recruitment Objectives and Paths to get there

Paul Maxin, Global Resourcing Director, Unilever,tbc

14.45 Interactive Presentation: **LINKEDIN**

Deep dive into LinkedIn Solutions and Applications

- Talent Advantage : Referral Engine, Recruiter, Talent Direct, Recruitment Advertising, Jobs Network
- Employer Branding: Custom Company Profiles, Career Pages

Jacco Valkenburg, Recruitment Architect and Trainer, Recruit2

15.45 Tea break

16.15 Best Practice:

Getting the most from using LinkedIn Effectively in Recruitment

- How does l'Oréal use LinkedIn as tool for Attracting great talents in a hypercompetitive job market
- Tips & Tricks

Gabriele Silva, Global Recruitment Project Manager, L'Oréal

17.00 Presentation followed by workshop

The Future of Recruiting is Mobile?!

- Mobile recruiting basics
- Should you have a Mobile Web Site or a Mobile Recruitment App (or both?)
- About QR (Quick Response) Codes, Augmented Reality (AR) and Location Based Services in Recruitment
- Useful Mobile Recruiting Apps

Workshop:

Attendee will work in small groups on a case study to

- » Learn more about mobile devices for recruiting purposes
- » Check accessibility and usability of your own (career) website
- » Improve mobile recruiting (quick tips)

Jacco Valkenburg, Recruitment Architect and Trainer, Recruit2

18.00 End of Day 1

19.30 Evening program (*optional*)

Thursday 24th November 2011

09.00 Coffee and opening by chairman

Effective Social Media Recruiting: Learn from practical in-depth sessions about Social Recruiting

09.30 **Search Engine Optimization & Online (Gravity) Recruiting: Where the candidate finds you.**

In an employment market where candidates are in abundance in some sectors, employers will be considering how to include into their recruitment strategy the best ways to attract the attention of active candidates.

So where do you start? For employers with a corporate website advertising vacancies on the recruitment area of the site is a good place. Linking with an applicant tracking system together and filter applicants is the next. But how can you get the attention of those potential candidates? How will they find your vacancies?

This workshop will provide a range of strategies to help the candidate gravitate to your company's vacancies.

Herwin Wevers, Trainer SEO (Search Engine Optimization) & Social Media Specialist, Webboomm

Measurement ROI Social Recruitment:

10.15 **How to Measure ROI: Tracking and Analysing Returns on Social Recruiting**

- Example case study: Quantitative and Qualitative Measurement
- Engagement and Commitment Online: How to organize it internally?

Herwin Wevers, Trainer & Social Media Specialist, Webboomm

10.50 Coffee break

11.15 Presentation followed by workshop: **FACEBOOK**

How Facebook can be used by Recruiters to build a brand and generate hires: Turn your company's fan page into a free recruitment tool!

Facebook is a talent goldmine and during this presentation and workshop you will learn

- The difference between a Facebook Profile, Facebook Pages, Groups & Facebook Applications
- Beknown, BrancheOut and more

During the workshop:

The group will be divided in smaller groups of max. 5 persons and with your group you will work out the different strategies, where you can learn from the experiences of your peers and the conclusions of the other groups and workshop leaders

Phillip Snalune, Vice President Digital Marketing Europe, Monster

Social Recruitment & Twitter

12.15 **Social Recruitment & Twitter**

- Twitter as recruitment tool: best practices & the do and don'ts

Herwin Wevers, Trainer & Social Media Specialist, Webboomm

12.45 Lunch

14.00 Best Practice:

Using Social Media to Raise Your Employer Image and Build a Talent Pipeline

- Setting your social and online recruiting strategy for employer branding
- Using new hires to boost employee retention
- Building and managing your online community around your brand values
- Using social media for internal engagement and recruiting internal brand ambassadors

Rebecca Folb, Global Talent Acquisition Manager (Digital Marketing) Nokia, tbc

Video Recruiting

14.45 Interactive session and demo:

Automating the Screening Process using Online Video

- Video Interviews as part of the recruitment process
- Demo and case studies from blue chip clients.

Edward will engage with the audience to identify their key issues in preliminary screening methods and provide examples/case studies of how clients have used Sonru to overcome pain points in their recruitment processes.

Edward Hendrick, Founder and developer of their award winning automated video interview tool in 2007 (Finalist Technical Innovation Award Onrec, Winner of National UK Innovation and Technological Award and more), Sonru.com

15.30 Tea break

16.00 Best Practice:

Do's and Don'ts of Recruiting through Video

- CERN Case: How to get it internally and internationally organized?
- How to attract high quality applicants for your vacancies through Online Video

Agnes Jakab, HR recruitment manager Programmes & Monitoring Group, CERN, one of the world's largest centers for scientific research, funded by 20 European Member States

16.45 Short Intro of the Discussion leader followed by Interactive Discussion:

Online Recruitment 3.0: Latest Web Based Recruitment Software and other Challenges in 2012?

- What is your need as corporate recruiter? Software and Solutions that simplifies the management of information and gives you as recruiter easy remote access, 24/7, to a central data portal, integrated into your HR System?
- What do you want or need to outsource and what not?

Discussion leader:

Richard Essex, Corporate Sales, Broadbean Technology

17.30 End evaluation and conclusions of Day 2

IBB's Pan-European Online Recruitment Seminar & Workshops 2011: Practical, Interactive with limited amount of delegates (max. 35) and aimed at supporting :

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- HR Corporate Recruiters
 - Corporate Talent Acquisition Managers
 - Managers responsible for Employer Branding, Internet Talent Sourcing
 - And secondly by Recruitment Agencies, Recruitment Advertising Agencies, Job Boards and Recruitment Industry Suppliers

get the most from using Online Media in Recruitment, regardless of whether you are already using Online, Mobile, Social Media, Video or just looking to get started.

Quotes of Former Participants:

'Well Organised and Interesting!'

Inge Nord, Senior Consultant, Lectio Recruitment

'Diversity of Top Professionals in 1 room and Great Speakers'

Dennis Mijatovic, BDesigned

'I liked the speakers with different backgrounds from different companies!'

Yana van den Bor, SNS Reaal

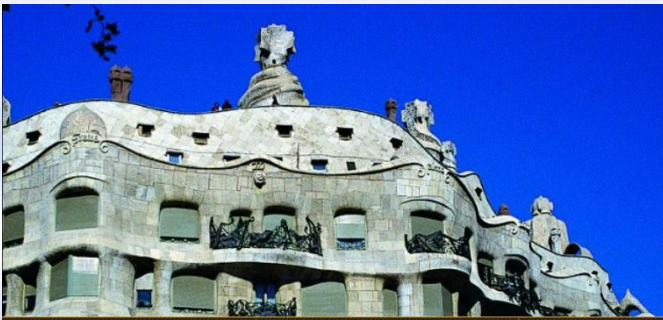
'The diverse speakers were great!'

Tinika Wagner, Careers International

Venue: Barcelona



Welcomes you to enjoy the seminar and the city



This luxurious 4 star Hotel, located in the commercial and business center of Barcelona, with a strategic location overlooking an inner square with gardens and only 350 meters from the Passeig de Gracia (**Gaudi's building La Pedrera**).



IBB organizes an optional dinner and evening program where you have the chance to network more and to see the beautiful city of Barcelona with his **Sagrada Familia**, **the Ramblas**, the beaches and more.

Average Temperature End of November: 18 ☀



Online Recruitment

Social Media-, Mobile- and Video Recruiting and more!

Date: 23rd Afternoon & 24th November, 2011, Venue – Barcelona

REGISTRATION FORM

Please fill in BLOCK/CAPITAL letters, sign, and

FAX to: 0031 84 8366 894 Or Scan to mail@ibbint.com

Organization Name.....Number of Delegates.....

Contact Delegate Name.....Job Title.....
(for multiple registration, please email the names and job titles to your relations manager)

TEL. (DL/Mobile).....Email.....

Please tick your chosen option from the following:

Original Attendance Fee Full event – € 1095

DISCOUNT CODE: ORES1NI

DISCOUNTED Attendance Fee Full Event (single delegate seat) - € 895
(incl. travel expense flight/train + hotel stay 1 night Wednesday 23rd November)

(Discount available to limited 15 seats only based on first come and first serve. IBB international holds the right to deny discount if discounted seats are already full)

DISCOUNTED Attendance Fee Full Event (2 or above delegates seats) - € 795

Day 1 Only Attendance Fee - € 395

Day 2 Only Attendance Fee - € 495

Do you wish to join our (optional) Networking evening program incl Dinner on Day 1? Yes No
(Networking program incl. dinner: extra Fee €35 added in invoice)

Full event documentation (All presentations) - €95

Please note:

- All attendance fee incl. travel expenses (flight/train) + hotel stay 1 night.
- Travel and hotel option is recommended by IBB International. You may wish to upgrade the recommended travel and hotel option by paying extra.
- You may pay directly for travel and hotel with your credit card from the recommendation link provided by IBB International and the total cost of travel expense and hotel will be deducted from total attendance fee in your invoice

I agree with the following terms and conditions:

Name.....Date.....Signature.....

Terms & Conditions 1.The registration fee include: full event documentation, refreshments, lunch for full day attendees only. The registration fee does not include transfers and insurance. Please contact the hotel directly to reserve your hotel room. 2.1.Payment terms: Following registration confirmation, full payment must be received within 5 days of receipt of invoice. Please note that full payment must be received prior to the conference date. We reserve the right to refuse entry to any client who has not paid their invoice. 3.1.Delegates may be substituted till 3 days prior to the conference date with no extra charge. Cancellations must be received in writing either by email or by fax six weeks before the date of the conference to receive a full credit for any future IBB International event valid for 1 year from its date of issue. Thereafter the payment must be paid in full and is non refundable. Non payment or non attendance does not constitute cancellation. 4.1.While every reasonable effort is made to adhere to the advertised package, IBB International reserves the right to change the dates, content, speakers, venue, location or special features of the event, or cancel the event for reasons beyond control without penalty, or refund. In such case a full credit up to the amount actually paid by the client will be issued for any future IBB International event valid for 1 year from the date of issue. IBB International will not be responsible for any loss or damage incurred due to such alteration/cancellation/postponement. 5.1.Client information is maintained in IBB International's database and used by IBB Intl. only to inform selected products and services which maybe of interest to the client and communicated via phone, email. If you do not wish so please tick this () box, Phone calls maybe recorded for security/better customer service purpose.6.1.The reproduction, copying, publication, distribution, copyright, and all intellectual properties of the conference material is strictly prohibited without authorization from IBB International.7.1.IBB International is a trade name and a registered trademark of MACS, under Dutch law, having its registered office in Eindhoven, and is registered with the Chamber of Commerce of Eindhoven under number 34199635 with operational services done by Ntity Career Designers Pvt. Ltd. The contract shall be governed and construed in accordance with the laws of the Netherlands and the parties submit to the exclusive jurisdiction of the Dutch Law. Only IBB International entitles to waive this right and bring it to the court in which the client's office is located..