

SRSC

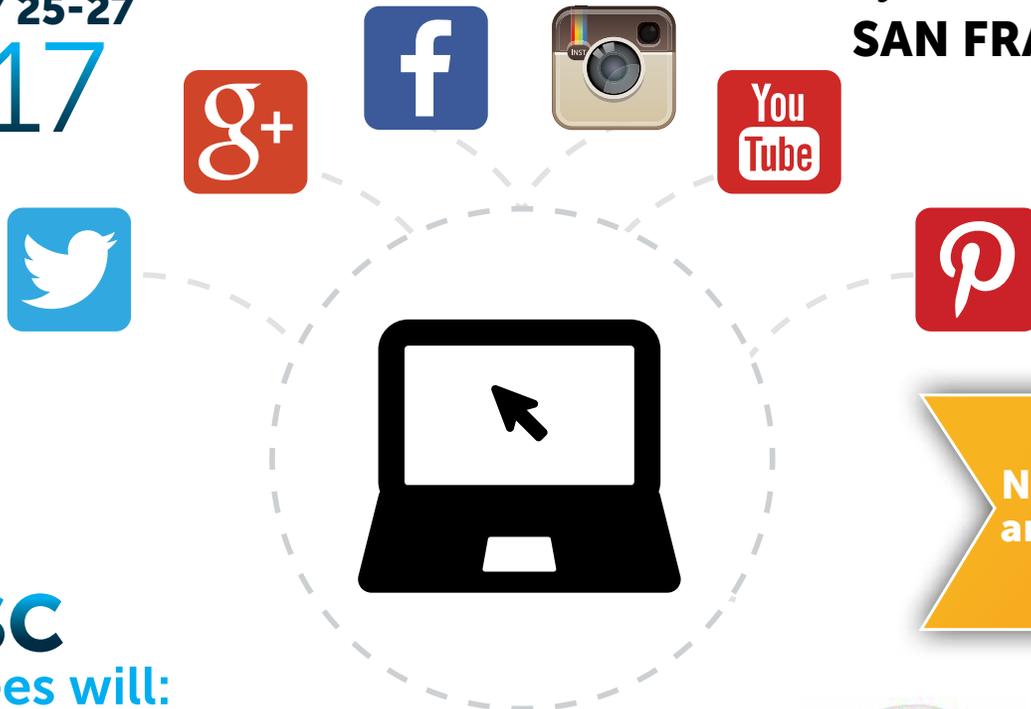


SOCIAL RECRUITING STRATEGIES CONFERENCE

INNOVATIVE SOCIAL STRATEGIES
THAT DRIVE RECRUITING RESULTS

JANUARY 25-27
2017

Hyatt Fisherman's Wharf
SAN FRANCISCO



Register by
NOVEMBER 4TH
and Save \$300!



#SRSC
Attendees will:

DIVE DEEP into Platform Specific Sessions with
Practical Recruiting Tips

IDENTIFY Strategies to Turn Passive Candidates Active

ENGAGE Employees to Develop Solid Employer Brand

BUILD an End to End Candidate Experience

MEASURE what Matters with Recruitment Data



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the activity. It means that this activity has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

www.socialrecruitingstrategies.com | 888.409.4418



WELCOME

Register by
NOVEMBER 4TH
and Save \$300!



**RECRUIT MORE
MEANINGFULLY, IN LESS TIME**

Social Recruiting Strategies Conference 2017 San Francisco (#SRSC)

will offer best practices and lessons learned from industry leaders, recruiting gurus, and case studies of leading brands and organizations.

In just over 5 years SRSC has grown to become the conference leader for recruiters and talent acquisition professionals across all industries - offering the latest in global recruiting trends, recruitment marketing, employer branding, tools and technology. This year we have crafted an agenda with 4 new session track themes.

The three-day event, January 25-27, offers best practices, tools, case studies and metrics that matter on today's talent pool. Attendees and speakers will mix and mingle for three days, discussing their experiences in how to effectively leverage social recruiting strategies to find the best candidates. SRSC is an approved provider for HR recertification credits through HRCI and SHRM.

We'll see you in January!

Best,

Kara M. Mignanelli

Kara M. Mignanelli
SVP of People



"Progressive, analytical thought-provoking conference that caters to a lot of recruiter audiences."

- Angie Buccili, Recruiter at HMB

"There is so much in the world of employer branding and recruitment marketing that my company is not doing, and I am so excited to come back and teach my colleagues about everything I've learned."

- Haley Sasser, Talent Acquisition at Ultimate Software

USE SOCIAL MEDIA EFFICIENTLY



TOP 10

BENEFITS OF ATTENDING:

- 1 / Tips and Strategies for Employee Referrals
- 2 / Target Your Ideal Candidates
- 3 / Identify Best Practices for Achieving Recruiting Results
- 4 / Optimize Mobile Recruiting Strategies and Maximize ROI
- 5 / Effectively Recruit Passive Candidates
- 6 / Tips and Tools for Improved Social Sourcing
- 7 / Access Key Corporate Case Studies for Effective Branding
- 8 / Learn how to Make the Most of LinkedIn, Twitter and Facebook
- 9 / Measure Your Social Recruiting Success
- 10 / Network with HR Pros and Industry thought leaders

"The content was very relevant and cutting edge. Mind blowing in several areas."

**- SRSC Dallas 2016
Attendee**

WHO WILL ATTEND?

RECRUITERS

- Global Recruiting Directors
- Corporate Recruiters
- VP of Recruiting
- Agency Recruiters
- Recruiting Managers and Leads

TALENT ACQUISITION

- Senior HR Executives
- Chief Human Resources Officers (CHROs)
- Professionals in Human Resources (PHRs)
- Senior Professionals in Human Resources (SPHRs)
- Global Professionals in Human Resources (GPHRs)
- VP Strategy
- VP Engagement

SOURCING STAFF

- Senior Sourcers
- Sourcing Lead

MARKETING AND DIGITAL STRATEGISTS

- Social Recruiting Strategists
- Social Marketing Strategist
- Digital Media Strategists for Talent Acquisition

EMPLOYMENT BRANDING

- VP/SVP HR
- HR Directors/Managers
- Manager, Social Media & Employment Branding

#SRSC SAN FRANCISCO SPEAKERS INCLUDE:



illumina®

Celia Harper-Guerra
Head of Talent Acquisition
ILLUMINA



ca
technologies

Craig Fisher
Head of Employer Branding
CA TECHNOLOGIES




imagination at work

Shaunda Zilich
Global Employment Brand Leader
GE





Jennifer Jones Newbill,
Senior Manager Global Candidate
Attraction, Engagement and Experience,
DELL



logitech

Laurie Duthie
Global Head of Talent Acquisition
LOGITECH





William Uranga
Director of Technical and Corporate
Recruiting
GODADDY.COM



KFORCE

Allison Kruse
Senior Manager, Social Media
and Talent Acquisition
KFORCE





Andrew Gdomski
Founder
ASPEN ADVISORS



KRT
MARKETING

Adriana Kevill
KRT MARKETING





Crystal Miller
CEO
BRANDED STRATEGIES



 THE POWER TO FIND
EXCEPTIONAL PEOPLE

Shally Steckerl
SOURCING INSTITUTE





Maren Hogan
REDBRANCH MEDIA



Katrina Collier,
Chief Searchologist
Social Recruiting Specialist,
THE SEARCHOLOGIST





Laura Stoker
ADP

AGENDA AT A GLANCE

PRE-CONFERENCE WORKSHOPS Wednesday, January 25, 2017

8:30 Continental Breakfast and Workshop Registration

Morning Workshop A

9:00 **Recruiter Bootcamp: Profile Development and Recruiting Hack-a-thon**
Laura Stoker, [ADP](#)

Morning Workshop B

9:00 **Recruitment Marketing and Content Development**
Crystal Miller, CEO, [BRANDED STRATEGIES](#)

12:00 Luncheon

Afternoon Workshop A

1:00 **To Thine Own Self Be True: How Understanding Personality & Behavior Can Help You Close More Candidates and Even Make You a Better Recruiter**
Christopher Kurtz, [PEERTHRU LLC](#)

Afternoon Workshop B

1:00 **Talent Congress Workshop: Data Analytics for Recruiting Success**
Andrew Gadowski, [ASPEN ADVISORS](#)

4:00 Workshops Adjourn

5:00-6:00 Welcoming Reception & Speed Networking

DAY ONE Thursday, January 26, 2017 // Conference

7:30 Continental Breakfast and Registration

8:15 Welcome & Introduction by Conference Emcee Andrew Gadowski

8:30 **Talent Acquisition in 2017 – What's Trending...and Why You Should Care**
Dwane Lay, [DOVETAIL](#)

9:15 **A Roadmap to Building a Social Recruiting Program**
Adriana Kevill, [KRT MARKETING](#)

10:00 **Going Global: Recruiting in Other Regions**
Laurie Duthie, *Global Head of Talent Acquisition*, [LOGITECH](#)

10:45 Sponsor Showcase & Networking Break

11:15 **PANEL DISCUSSION: Mixing Your Professional with your Personal Social Media Persona - Profersonalism – To be or not to be?**
Allison Kruse, *Senior Manager, Social Media and Talent Acquisition*, [KFORCE](#)

12:15 Networking Lunch

Track A: Social Channels – Platform Strategies

1:00 **Recruiting Tools: Snapchat, Instagram and YouTube**
Katrina Collier, *Chief Searchologist | Social Recruiting Specialist*, [THE SEARCHOLOGIST](#)

Track B: Recruitment Analytics

1:00 **Measure What Matters**
Speaker TBA

1:45 Networking Break

2:00 **Tips & Tricks for Facebook, Twitter and LinkedIn**
Audra Knight, *Recruitment Marketing Strategist*, [TENABLE NETWORK SECURITY](#)

2:00 **Show me the Metrics: A Case Study of GoDaddy.com**
William Uranga, *Director of Technical and Corporate Recruiting*, [GODADDY.COM](#)

3:00 Networking Break

3:15 **Topic TBA**
[TRAITIFY](#) Session - Speaker and Session Details Coming soon!

4:00 **Social Recruiting Strategies for Success**
Celia Harper-Guerra, [ILLUMINA](#)

4:45 **Turning Passive Candidates Active**
Tracey Parsons, *Director of Recruitment Marketing Practice*, [SMASHFLY](#)

5:30 Networking Cocktail Reception & Explore the Expo Floor

"If you want to learn the most recent and innovative strategies for Social Recruiting... Attend SRSC!"

- SRSC Dallas 2016 Attendee

AGENDA AT A GLANCE

DAY TWO Friday, January 27, 2017 // Conference

8:00 **Continental Breakfast**

8:30 **Keynote: How to Build an Amazing End to End Candidate Experience**

Craig Fisher, *Head of Employer Brand*, [CA TECHNOLOGIES](#)

9:15 **Content Creation and A Tale of Rebranding - Case Study of Dell**

Jennifer Jones Newbill, *Senior Manager Global Candidate Attraction, Engagement and Experience*, [DELL](#)

10:00 **Morning Networking Break**

10:30 **Panel Discussion: Employee Referrals in a Social Economy**

Moderator: Gerry Crispin, *Principal & Co-Founder*, [CAREERXROADS](#)

Craig Fisher, [CA TECHNOLOGIES](#)

William Uranga, [GODADDY.COM](#)

Jennifer Jones Newbill, *Senior Manager Global Candidate Attraction, Engagement and Experience*, [DELL](#)

11:30 **CareerArc Session: Details Coming Soon!**

Speaker TBA

12:15 **Networking Luncheon & Explore the Expo Floor**

Track C: Strategic Sourcing

1:00 **Become a Sourcing Ninja - How to Find the Hard to Find Candidates**

Shally Steckerl, [SOURCING INSTITUTE](#)

1:45 **How to Maximize Social Media's Reach for Sourcing Candidates**

Speaker TBA

2:45 **Major Recruiting Mistakes and How to Fix Them**

Speaker TBA

3:30 **Closing Keynote: What's next for recruiting? Today is not what tomorrow will be!**

Shaunda Zilich, *Global Employment Brand Leader*, [GE](#)

4:15 **#SRSC Adjourns**

Track D: Employer Branding & Recruitment Marketing

1:00 **Work Smarter, not Harder: Building an Editorial Calendar**

Maren Hogan, [RED BRANCH MEDIA](#)

1:00 **Build a Recruiter Brand**

Speaker TBA

Andrew Levy, *Global Careers Brand Lead*, [UBER*](#)



INTERESTED IN SPEAKING?

Contact: Kara Mignanelli
kara.mignanelli@gsmiweb.com

"Most actionable information I've received at a recruiting conference...and I've been to a lot!"

- Wendy Gillette, Manager Talent Acquisition, BOLD

"This was exactly what I needed. Many specific tips and real case studies that I can bring back to our recruiting teams and help them with the war for talent using social media and a strong employer brand."

- Gabriella Bruyere, New Global Talent Acquisition Lead, CGI

TALENT CONGRESS



GSMI and **Aspen** have partnered to create the first data driven thought leadership program for recruiting. Delegates gather their thoughts, practices, evidence and data together through in-person venues, apps, and online tools.

The combination of recruiting practices, data analytics, social media, branding, and emerging technologies produces a wide and powerful venue to address the needs of workforces that are experiencing today's exponential growth and change.

World Class Conferences

Globally Recognized Experts

Diverse Attendees

Data And Analytics

ANALYSIS



Delegate data is collected regularly and presented:

- Candidate Experience
- Hiring Manager Satisfaction
- Recruiter Engagement
- Workflow Efficiency
- Protected Classes Impacts
- Social & Branding / ROI

CONFERENCE



Delegates attend private pre-conference workshops, roundtables, and private one on one advisory sessions at selected conferences.

GSMI produces 10 to 12 conferences annually focusing on branding, marketing, emerging technologies, and recruiting.

MONITOR



Delegates receive ongoing monitoring of their talent analytics data.

Candidate Experience, Hiring Manager Satisfaction, and other KPIs are monitored constantly, and weekly snapshot analysis is delivered all year long to measure impact and progress seamlessly.

FEATURES AND BENEFITS FOR DELEGATES

- Workshops & Roundtables
- Advisory Sessions
- Position Efficiency
- Candidate Experience
- Hiring Manager Satisfaction
- Employee Engagement
- Protected Classes
- Cost And Investments
- Social Recruiting / Branding
- Specialized Agendas
- Resources
- Assessment Tools

For more information, please contact Chandler Coniglio - Chandler@myaspenadvisor.com

TALENT CONGRESS

DELEGATE PACKAGE COMPARISON



For more information, please contact Chandler Coniglio
Chandler@myaspensadvisor.com

What features are you looking for?

	Social FREE	Event \$8,500 / congress event	Brand \$41,500 / year (billed monthly or yearly)	Team \$83,000 / year (billed monthly or yearly)
Conference Package				
Number of Conferences	–	1	3 / year	3 / year
Number of Tickets	–	2	4 / year	10 / year
Admission to Talent Congress Pre-conference Sessions	–	✓	✓	✓
Private Advisory Session with an Expert during Conference	–	✓	4 / year	4 / year
Data Monitoring				
Candidate experience	✓	✓	✓	✓
Hiring manager satisfaction	✓	✓	✓	✓
Recruiter Productivity	✓	✓	✓	✓
Onboarding and exiting process	–	–	✓	✓
Requisition Tracking	–	–	–	✓
Social Media Usage	–	–	–	✓
Access to data collection tools and surveys	✓	✓	✓	✓
Number of Recruiters Tracked	1	–	–	15 (additional available)
Data Accessibility				
Access to Analytics Dashboard	–	–	–	✓
Frequency of Analytics Reports	Monthly	At Congress event	Monthly	Weekly
Insights				
Reported Insights	–	Protected classes (gender + sex, race + ethnicity, education, military status), relationship with company, generations, stages of recruiting process (9)	All Event Insights + insights by business unit, insights by business function	All Event and Brand Subscription insights + insights by loca- tion, recruiter, and recruiting team
Training				
Additional Private Training Workshops with Experts	–	✓	✓	✓

VENUE AND REGISTRATION INFORMATION

VENUE:

Hyatt Fisherman's Wharf
555 North Point Street
San Francisco, CA 94133

Discount room rate if reserved
by January 3, 2017: **\$249**

Reservations for the hotel can be made by calling 1-415-563-1234 and mention Social Recruiting Strategies Conference/ GSMI for the discounted rate of \$249.00. Reserve your room before January 3, 2017 to obtain the discounted rate. Be sure to mention you are attending the GSMI conference to guarantee the discounted rate.



<http://fishermanswharf.hyatt.com/en/hotel/home.html>

GSMI OFFERS 5 WAYS TO REGISTER:

Tel: (888) 409-4418 Monday - Friday
8:00 a.m. - 6:00 p.m. US Pacific Time

Fax: (619) 923-3542 24 Hours a Day

Mail: 1501 India St., Suite 103-60
San Diego, CA 92101

Email: registration@gsmiweb.com
Please include your name & telephone number

Web: www.socialrecruitingstrategies.com



INTERESTED IN SPEAKING?

Contact: Kara Mignanelli
kara.mignanelli@gsmiweb.com

GROUP DISCOUNTS OF 3 OR MORE:

For information about group discounts of 3 or more people and Team Learning opportunities for Social Recruiting Strategies Conference (SRSC), please contact: **Kelly Hara**
619.377.8475 // kelly.hara@gsmiweb.com

EXHIBITING AND SPONSORSHIP INFORMATION:

To learn more about exhibiting at this year's Social Recruiting Strategies Conference (SRSC), please contact: **James Cross**
james.cross@gsmiweb.com // 619.810.1939

ADMINISTRATIVE NOTE:

ADMINISTRATIVE NOTE:
For cancellations received in writing.

- **Four weeks or more prior to the event:**
Full refund or Full Credit Voucher
- **Four weeks or less prior to the event:** *No Refund;*
a Credit Voucher minus the \$300 cancellation fee

If you do not cancel your registration by the day of the event you will be charged your full registration fee. Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418

SUBSTITUTION POLICY:

Substitutions may be made up to the day of the event.

PAYMENT POLICY: Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer. If registering 2 weeks or less prior to the start of the conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the conference and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of the Social Recruiting Strategies Conference/ registrants(s).

Social Recruiting Strategies Conference

January 25-27, 2017 | Hyatt Fisherman's Wharf | San Francisco, CA



Registration Form

	1st Early Bird October 7, 2016	2nd Early Bird November 4, 2016	3rd Early Bird December 2, 2016	Final Early Bird January 6, 2017	Regular Rate
COMMERCIAL					
Workshop Day Pass (2)	N/A EXPIRED	N/A	N/A	N/A	○ \$695 Save \$295
Bronze Pass (Summit Only)	○ \$1,195 Save \$400	○ \$1,295 Save \$300	○ \$1,395 Save \$200	○ \$1,495 Save \$100	○ \$1,595
Silver Pass (Summit + 1 workshop)	○ \$1,690 Save \$400	○ \$1,790 Save \$300	○ \$1,890 Save \$200	○ \$1,990 Save \$100	○ \$2,090
Gold Pass (Summit + 2 workshops)	○ \$1,890 Save \$695	○ \$1,990 Save \$595	○ \$2,090 Save \$495	○ \$2,190 Save \$395	○ \$2,290 Save \$295
1 Workshop					○ \$495
GOVERNMENT AND NON-PROFIT					
Workshop Day Pass (2)	N/A	N/A	N/A	N/A	○ \$695 Save \$295
Bronze Pass (Summit Only)	○ \$1,095 Save \$400	○ \$1,195 Save \$300	○ \$1,295 Save \$200	○ \$1,395 Save \$100	○ \$1,495
Silver Pass (Summit + 1 workshop)	○ \$1,590 Save \$400	○ \$1,690 Save \$300	○ \$1,790 Save \$200	○ \$1,890 Save \$100	○ \$1,990
Gold Pass (Summit + 2 workshops)	○ \$1,790 Save \$695	○ \$1,890 Save \$595	○ \$1,990 Save \$495	○ \$2,090 Save \$395	○ \$2,190 Save \$295

Conference Registration Includes:

+ Continental breakfasts + Breaks - snacks and beverages + Lunches + Networking Reception + Access to all presentations, videos, mp3s + Research reports

REGISTER TODAY > www.socialrecruitingstrategies.com

✦ Please fill in the following information and fax back to: (619) 923-3542 ✦ Please submit one form for each delegate attending.

Will you be attending any pre-conference workshops on January 25, 2017? Yes No

If so, which workshops?

- Morning Workshop A:**
Recruiter Bootcamp: Profile Development and Recruiting Hack-a-thon
- Morning Workshop B:**
Recruitment Marketing and Content Development
- Afternoon Workshop A:**
To Thine Own Self Be True: How Understanding Personality & Behavior Can Help You Close More Candidates and Even Make You a Better Recruiter
- Afternoon Workshop B:**
Talent Congress Workshop: Data Analytics for Recruiting Success

Do you have any dietary restrictions (e.g. kosher, vegetarian)? Yes No If so, please specify:

Do you require any accommodations that require special attention? Yes No
If so, please specify: (e.g. wheel-chair access)

How did you hear about this event?

Name: _____

Title: _____

Company: _____

Department: _____

Approving Manager Name & Title: _____

Mailing Address: _____

City: _____ State: _____

Zip/Post Code: _____ Country: _____

Telephone: _____

Fax: _____

Email: _____

Twitter ID: _____

Linkedin.com Profile: _____

PAYMENT METHOD: Credit Card: Amex Visa MasterCard | Check

Credit Card Number: _____

Name on Card: _____

Expiration Date: _____ CVV: _____