



RecruitTECH

Recruitment and Technology Conference

Canberra - 18 September 2009



2009 Conference Program

7:45 - Delegate Registration

8:30 - Clayton Wehner - Welcome



Clayton Wehner is the joint founder and managing director of Canberra online jobs board, CapitalJobs.com.au. Clayton currently operates several web-based businesses, including popular Australian online bookstore Boomerang Books, and consults and delivers training on a variety of topics including Enterprise 2.0, social media and search engine optimisation.

8:40 - Laurel Papworth (Keynote Speaker) - Social Networks and Jobs



The steep drop in classified advertising is partly attributed to the fact that people are looking for other ways to find jobs. Beyond LinkedIn and Facebook, anyone can join a freelancing website and pick up work in a diverse range of disciplines, including web design, photography and copywriting. What does this "eBay of Jobs" mean to the global financial crisis scarcity of work?

Laurel is Australia's leading social network strategist and has been working in online communities, virtual worlds and forums for 20 years. Laurel is a Power150 Marketing Media blogger (one of only 3 Australians on the list) and a top Twitterer.

9:20 - Kate Sykes - Using Technology to access a flexible and remote Workforce



Has your organisation ever considered engaging 'virtual consultants' to undertake work on its behalf? Need design work, HR consulting services, web site development, accounting services, or data entry done? In this session you will learn how your organisation can effectively tap into the growing pool of freelancers, remote specialists, work-from-home professionals, and candidates seeking to utilise their talents on a flexible basis. Get to know the face of the future workforce.

Canberra resident Kate Sykes launched www.careermums.com.au, Australia's first dedicated careers centre and jobs board for working parents and parents returning to work, in December 2006.

9:50 - Ross Clennett (Keynote Speaker) - Recruitment in the 21st Century: Art or Science?



The recruitment process of last century was predominately a process that was reactive, emotionally driven, non-evidence based and utilising little, if any, technology. The recruitment leaders of today embrace a recruitment process that is proactive, factual and uses effective, validated and relevant technology every step of the way. The rapid ageing of the population, and corresponding reduction in the availability of skilled labour, will dramatically increase the costs of slow, outdated and ineffective recruitment processes. In his keynote presentation, recruitment expert and trainer Ross Clennett will present how the effective recruiter of today combines both the science and art of recruitment to deliver outstanding results, consistently.

10:30 - Morning Tea

11:00 - Brett Iredale - How to create a world-class Careers Portal



In recent years, leading organisations have established their own interactive, rich-media career portals to showcase their 'employer brand'. These portals have been used to good effect to attract graduates to leading professional services firms. In this session, you'll learn how to go about creating a successful career portal for your business.

Brett is the Managing Director of JobAdder.com, a web-based job posting solution that automates the process of advertising job vacancies on multiple web sites.

11:30 - Stephen Collins (Keynote Speaker) - Embracing Change and altering the Mindset of your Organisation



Organisations that are slow to change get left behind and ultimately fail. Those that embrace change and make hard decisions about the future prosper. Now is the time to recognise that talent acquisition and management will never be the same again. Clinging to the tried and true processes of the past will hamstring our organisations for the future.

Stephen Collins is a thinker and doer in social media and user experience. He is recognised internationally as an innovator, community builder and engaging public speaker.

12:10 - David Talamelli - Blogging and Recruitment



Web logs or 'blogs' have become ubiquitous on the web. No longer is content production and syndication the sole domain of the journalist - today anybody can have a voice and reach an audience. But blogging and user generated content is a double edged sword. In this session, you'll learn how organisations and job seekers can use blogs to best effect, without undermining their reputations.

David has created and run Oracle's Global Recruitment Blog (<http://blogs.oracle.com/jobsatoracle>). This blog is instrumental in Oracle's Web 2.0 Recruitment Strategy and has grown to over 1500+ subscribers in the last 12 months.

12:40 - Lunch

Why Attend?

Many organisations are being left behind in the 'war for talent'. Your attendance at RecruitTECH will ensure that this doesn't occur in your organisation. You'll learn a host of new ideas and methods that you can take back to your organisation and employ immediately. When Australia emerges from the global financial crisis and business growth returns, your organisation will be well placed to navigate the inevitable talent rush that will occur in the employment market.

1:40 - Thomas Shaw - How you can use Social Networking Tools Twitter and Facebook to recruit right now



Facebook and, more recently, Twitter are all the rage on the internet. But do these social networking tools have an application for business? In this session, you will learn how these services can be used to recruit people for your organisation right now. Whilst many dismiss these sites as a fad, there are plenty of examples of organisations using Facebook and Twitter for their own benefit.

Thomas Shaw MRCSA is one of Australia's leading Online Recruitment Specialists and Managing Director of Recruitment Directory.

2:10 - Michael Specht - Social Media: Friend or Foe in the Workplace



Many big organisations continue to block the use of social networking tools in the workplace, whilst others encourage their use. But how much Facebook surfing and Twittering is too much? This presentation weighs up the pros and cons of social media in the workplace and the impact of an organisation's social media policy on its recruitment and retention.

Michael Specht leads an HR technology consulting business, Inspecht looking at how social media can be used by organisations to enhance their business.

2:40 - Phillip Tusing - Trends in Recruitment Advertising and Job Seeker Behaviour



Is print advertising dead? Will online job boards be around for the long haul? How is the changing behaviour of job seekers affecting recruitment advertising? What are the new emerging trends and tools to reach job seekers? In this session you will learn about the evolving recruitment advertising landscape, and where your advertising dollar will be best spent in the future.

A keen observer of the recruitment industry, employment and talent acquisition trends, Phillip is the founder of Destination Talent, an online portal which connects employers and talent solution providers.

3:10 - Afternoon Tea

3:40 - Kelly Magowan - Niche Job sites for Quality: Why a mix of Advertising Solutions is best



Over the past five years, there has been a proliferation of 'niche' job boards in the US and UK job markets and this trend has started to become apparent in Australia, as advertising moves increasingly from print to online. In this session, you will learn the benefits of advertising on geographically and industry-specific job boards and how they stack up against the better-known 'generalist' job boards.

Kelly Magowan is the CEO and co-founder of Six Figures, www.sixfigures.com.au, the executive job site for \$100K+ jobs, contracts and talent. Kelly brings experience as a specialist in human resources management, recruitment and career coaching.

4:10 - Riges Younan - Case Study: a Social Recruiting Implementation



Riges has recently assisted an IT and Engineering recruitment firm to implement a social recruiting strategy. Using the POST strategy (people, objectives, strategy, technology) espoused by Charlene Li and Josh Bernoff in their book 'Groundswell', Riges undertook a rigorous business review and technology audit in order to develop and implement an appropriate social recruiting framework for the company. This session covers the methodology that Riges used to arrive at that strategy.

Riges' current company Peerlo is a job referral technology systems developer and recruiting advisory business. He is a career recruiter with over 12 years of experience in executive search and recruiting.

4:40 - Q&A Session - hosted by Ross Clennett

5:10 - Close (Clayton Wehner)

5:30 - Drinks

Book online at www.recruittech.com.au

Please note that all speakers listed are confirmed, however, the order, title and contents of presentations may change slightly between now and the event.

Who should attend RecruitTECH?

People who are passionate about talent attraction and retention, and want to join the vanguard of professionals who use technology for sourcing talent.

All recruitment and Human Resources personnel from small-to-medium enterprises, national and multinational businesses, and federal and state government departments and agencies, should reserve their place at RecruitTECH 2009 now.

What is the cost to attend RecruitTECH?

Book early as seats are limited. The conference fee is \$299 inc GST per delegate (even less for 2 or more delegates). To reserve your place, visit www.recruittech.com.au now.

When and Where?

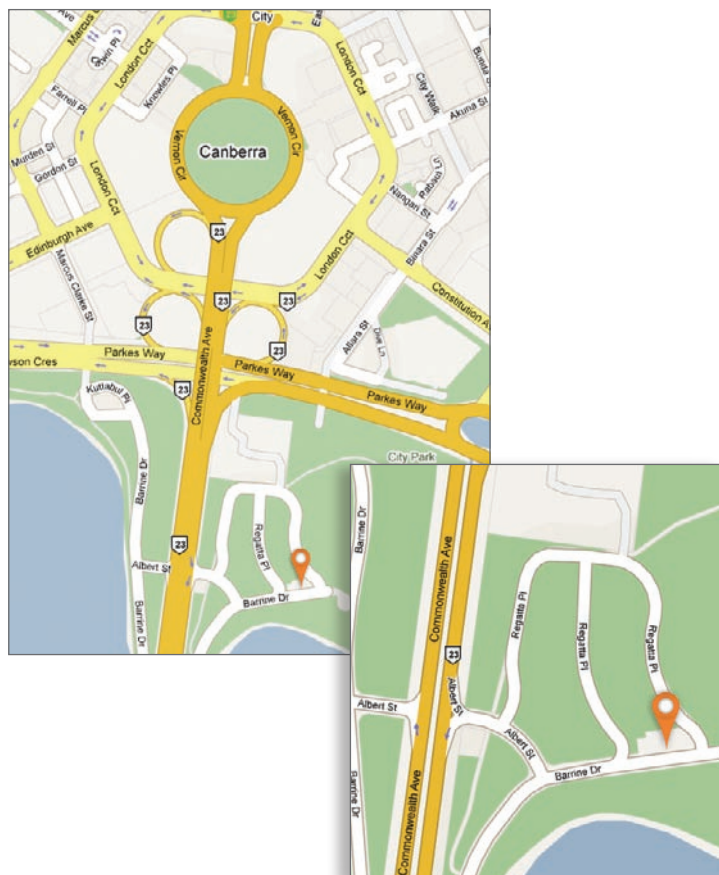
RecruitTECH 2009 will be held on **Friday 18th September** at the:

Canberra Business Event Centre,
Regatta Point, Canberra ACT

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