

TALENT ACQUISITION WEEK

REDEFINING SOCIAL RECRUITING, SOURCING AND EMPLOYER BRANDING STRATEGIES

JANUARY 24-28, 2022

@TALENT_WEEK
#TA_WEEK

SRSC
SOCIAL RECRUITING
STRATEGIES CONFERENCE

**EBrand
Con** EMPLOYER BRANDING
STRATEGIES CONFERENCE

**TALENT
SOURCING**
STRATEGIES SUMMIT

UTILIZE INNOVATIVE STRATEGIES, TOOLS, AND TECHNOLOGY TO REIMAGINE TALENT ATTRACTION

TA Week brings sourcing, recruiting, and employer branding strategies together to provide you with the most comprehensive learning experience.

POWER YOUR TA STRATEGY WITH A FULL WEEK OF:

- 50+ sessions from leading TA practitioners
- Network and learn with 600+ attendees
- Browse the exhibit hall and connect with 20+ talent tech services providers
- Participate in virtual networking lounges, private one-on-one messages, and private meetings
- Return after the live virtual event to view all presentations

TA Week Virtual will be pre-approved for HRCI recertification credits and SHRM PDCs to help you further your professional development.

For more information or to register:

Please contact Jessica Vargas: 📞 619-597-7315 or visit TalentAcquisitionWeek.com

REINVENT YOUR TALENT STRATEGY

Dear TA pro:

If you're like most TA professionals, you've spent most of 2021 adapting to the evolving labor market by rewriting your talent acquisition playbook. From the Great Resignation to the ever-changing realities of the post-pandemic environment, companies are struggling to bridge the chasm between candidate expectations and return-to-work models. Recruiting and retaining talent has never been more important.

Talent Acquisition Week offers an opportunity for the TA community to come together and share best practices in adjusting to the current state of talent acquisition. This January, we begin a new year with fresh ideas and strategies for talent sourcing, social recruiting, DEI, talent data analytics and employer branding from fellow TA practitioners.

#TA_Week gives you access to 3 events in one content-packed week! Social Recruiting Strategies Conference (#SRSC), Employer Branding Strategies Conference (#EBrandCon), and Talent Sourcing Strategies Summit offer a full week of education and networking to create a truly unique conference experience.

TA Week is presented by GSMI, a leader in professional educational events and trade shows. GSMI is an approved provider for HR recertification credits through HRCI and an approved provider of SHRM PDCs.

We look forward to seeing you online this January.

Thank you,

Kara Mignanelli
Event Director/ SVP of People

Join us for this unique virtual experience to reinvent your talent acquisition strategy to move forward into 2022.

For more information or to register:

Please contact **Jessica Vargas**:  619-597-7315 or visit TalentAcquisitionWeek.com

WHO WILL ATTEND?

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

DEI Leaders

- Chief Equity Officer
- D&I Officers & Directors
- Head Inclusion & Diversity Strategist
- Program Manager for Diversity & Inclusion
- Global Diversity Officers

RECRUITERS

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

SOURCING STAFF

- Senior Sourcers
- Sourcing Lead

MARKETING AND DIGITAL STRATEGISTS

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

EMPLOYER BRANDING/ RECRUITMENT MARKETING

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

LEAVE WITH THE LATEST, MOST RELEVANT TALENT TECHNOLOGY TRENDS

You get so entrenched in your company's reqs that it's difficult to keep tabs on what's happening in the outside talent world.

#TA_WEEK is the place to learn about emerging tools, technology, and recruiting trends to keep your team ahead of the curve.

TOP 5 REASONS YOU CAN'T-MISS TA WEEK 2022

- 1 Learn the latest, most relevant sourcing and recruiting strategies
- 2 Virtual Networking that allows you to connect with all participants as well as interact with the latest tools in the exhibit hall
- 3 Hear how organizations have been able to overcome challenges that TA pros face
- 4 Learn how to use data to track and measure your DE&I goals for success
- 5 Network and learn with over 500+ TA professionals

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AGENDA

ALL TIMES ARE IN PST

DAY 1: MONDAY - JANUARY 24, 2022 SOCIAL RECRUITING STRATEGIES (#SRSC)

8:00 AM - 8:45 PST	Coffee Talk: Meet & Greet in the Lounge Kick start your morning before TA Week begins for live networking in the Lounge to learn more about event partner services and solutions.
8:45 AM - 9:00 PST	Welcome to TA Week & Day 1 Opening Remarks Dorothea Bozicolona-Volpe, Principal, Social Espionage
9:00 - 9:35 AM	Keynote Session: From Great Resignation to Great Retention: Navigating the Labor Shortage Ashleigh Anderson, VP, Global Head of Talent Acquisition, Credit Karma Brian Schneider, Head of Talent Enablement, Credit Karma
9:35 - 9:40 AM	Coffee Break
9:40 - 10:10 AM	Hiring for Scale: Make Smarter Hiring Decisions with Recruiting Analytics Matt Tague, Director of Customer Advisory, Gem
10:10 - 10:30 AM	Networking in the Lounge
10:30 - 11:05 AM	Tips for Overcoming High Volume Recruiting Hiring Challenges Jamie Starner, Director of Talent Acquisition, Bartaco
11:10 - 11:45 AM	How to Build a Future-Proof Hybrid Candidate Experience Kevin Grossman, Talent Board
11:50 - 12:00 PM	Spotlight Session: Candidate Centered Communications Jacqueline Ricciardi, Solutions Engineer, Jobvite
12:00 - 12:25 PM	Networking in the Lounge
12:25 - 1:00 PM	Recruitment Marketing Analytics Lori Sylvia, Founder, Rally Recruitment Marketing
1:00 - 1:05 PM	Coffee Break
1:05 - 1:35 PM	The Data Science Diaries: Leveraging Data for Hiring Decisions Jasper Sone, CPO and Co-Founder, GoodTime
1:35 - 1:40 PM	Coffee Break
1:40 - 1:50 PM	Spotlight Session: Recruiter.com Evan Sohn, Chairman and Chief Executive Officer, Recruiter.com
1:50 - 2:10 PM	Networking in the Lounge
2:10 - 3:00 PM	Panel Discussion: Building and Managing a TA Team Moderator: Craig Fisher, TalentNet Live Elliott Garlock, Head of Talent, Clear Street
3:00 PM	Day One Concludes

DAY 2: TUESDAY - JANUARY 25, 2022 TALENT SOURCING STRATEGIES

8:45 AM	Day 2 Opening Remarks Emcee, Mike "Batman" Cohen, Wayne Technologies
9:00 - 9:45 AM	Keynote Session: Bridging the Gap Between Passive and Active Sourcing Thad Satterfield, Vice President of Talent Acquisition, Service King Seth Flater, Director of Sales Engineering Recruit Rooster, Recruit Rooster
9:45 - 9:50 AM	Coffee Break
9:50 - 10:25 AM	Diversity Sourcing: Tips & Tools for Talent Sourcers Debra Yarnall, Global Talent Acquisition Sourcing Strategy & Infrastructure Leader, WarnerMedia
10:25 - 10:45 AM	Networking in the Lounge
10:45 - 11:20 AM	Sourcing Secrets Revealed Brian Fink, Senior Technical Recruiter, Twitter
11:20 - 11:25 AM	Coffee Break
11:25 - 12:00 PM	Case Study: Getting to Zero: How GM is Building a Talent Team for the Fully Electric Future Kyle Lagunas, Head of Talent Attraction, Sourcing & Insight, General Motors Stacy Zeller, Sourcing Programs Lead, General Motors
12:00 - 12:05 PM	Coffee Break
12:05 - 12:35 PM	Top Tools & Technology to Embrace or Replace Jennifer R. Henley, PHR & SHRM-CP, Vice President of Chief Client Strategist, NAS Recruitment Innovation Colin Coburn is VP, Talent Acquisition and Corporate Associate Relations, Big Lots Stores
12:35 - 12:45 PM	Networking in the Lounge
12:45 - 1:20 PM	Sourcing Strategies in a Competitive Market: A Case Study Priti Sahu, Sr Strategic Sourcer, Intuitive
1:20 - 1:25 PM	Coffee Break
1:25 - 2:10 PM	The Path to Sourcing Success Lisa Sterling, Chief People Officer, SmartRecruiters
2:10 - 3:00 PM	Panel Discussion: Post-Pandemic Supply & Demand for Talent Mike "Batman" Cohen, Wayne Technologies (Moderator) Panelists: Tiffany Ballve, Engineering Sourcing Leader, Netflix Debra Yarnall, Global Talent Acquisition Sourcing Strategy & Infrastructure Leader, WarnerMedia
3:00 PM	Day Two Concludes

For more information or to register:

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DAY 3: WEDNESDAY - JANUARY 26, 2022

DIVERSITY, EQUITY & INCLUSION (#DEI)

8:45 AM PST	Day 3 Opening Remarks Michele Lawlis Shelton, CDP, CPC, founding CEO and Principal Consultant, Michele Shelton LLC
9:00 - 9:35 AM	Keynote Session: Inclusive Interviewing: Building a Hiring Process that Mitigates Bias Arionna Shannon-DiPietro, Senior Manager, DEI Talent Acquisition Strategy, Etsy
9:35 - 9:40 AM	Coffee Break
9:40 - 10:10 AM	Hiring for Fit: Don't Compromise on Quality or Equality Andrew Avrin, Head of Product Evangelism, pymetrics
10:10 - 10:30 AM	Networking in the Lounge
10:30 - 11:05 AM	Actionable Tips to Reduce Implicit Bias in Recruiting & Hiring Manjuri Sinha, Global Head of Talent Acquisition, OLX Group
11:10 - 11:45 AM	The Road to Inclusion: Building Relationships with Underrepresented Groups Stacey Gordon, Chief Diversity Strategist, Rework Work
11:50 - 12:00 PM	Spotlight Session: Findem Alper Tekin, Chief Product Officer, Findem
12:00 - 12:25 PM	Networking in the Lounge
12:25 - 1:00 PM	Be the Change: Sourcing Methods to Create More Diverse Networks Marie Delage, Diversity Talent Sourcing Scout, Adobe
1:00 - 1:05 PM	Coffee Break
1:05 - 1:35 PM	Why – and How – To Make Strategic Investments in Early Career Programs To Move the Needle on Representation Kate Beckman, Executive Manager, Community & Insights, RippleMatch
1:35 - 1:40 PM	Coffee Break
1:40 - 1:50 PM	Spotlight Session: SeekOut Speaker TBA
1:50 - 2:10 PM	Networking in the Lounge
2:10 - 3:00 PM	Panel Discussion: How to Promote DEI Initiatives to Drive Diverse Candidate Pools Moderator: Michele Lawlis Shelton, CDP, CPC, founding CEO and Principal Consultant, Michele Shelton LLC Tara Turk-Haynes, VP, Diversity, Equity & Inclusion (DEI) and Talent Management, Leaf Group Madhavi Bhasin, VP, Diversity, Inclusion and Belonging, Okta
3:00 PM	Day Three Concludes

DAY 4: THURSDAY - JANUARY 27, 2022

EMPLOYER BRANDING STRATEGIES (#EBRANDCON)

8:45 AM PST	Day 4 Opening Remarks Emcee: Bryan Adams, CEO & Founder, Ph.Creative
9:00 - 9:45 AM	Keynote: A New Frontier: Authentic Employer Branding in a Remote Workplace Jullian Einck, Vice President of Employer Brand, Recruitics Bruce Carey, Creative Director, Recruitics
9:45 - 10:20 AM	Employer Brand Activation Chloé Rada, Director, Global Recruitment Marketing and Branding, Syneos Health Commercial Solutions Allison Kruse, Global Employer Brand Leader, Baxter
10:20 - 10:30 AM	Networking in the Lounge
10:30 - 11:05 AM	Writing Inclusive Job Ads to Drive the Right Hires Natalie Audelo, Talent Brand Manager, ServiceTitan
11:10 - 11:45 AM	Case Study: Employer Brand Marketing - Connecting with Heart at Spectrum Vanessa Sain-Dieguez, Senior Director, Employer Brand & Social Media, Spectrum
11:50 - 12:00 PM	Spotlight Session: Winning At Talent Search Every Time with Censia Joanna Riley, CEO & CoFounder, Censia
12:00 - 12:25 PM	Networking in the Lounge
12:25 - 1:00 PM	No Budget? No Worries! How to Do More with Less by Arming Your Brand Ambassadors for Success Jessica Korte, Employer Brand Lead, Raytheon Intelligence & Space
1:00 - 1:05 PM	Coffee Break
1:05 - 1:35 PM	Using People Analytics to Improve Workforce Diversity Roselle Rogers, Vice President, Diversity, Equity, and Inclusion, Circa
1:35 - 1:40 PM	Coffee Break
1:40 - 1:50 PM	Spotlight Session
1:50 - 2:10 PM	Networking in the Lounge
2:10 - 3:00 PM	Panel Discussion: Employer Branding Tips: How to Make a Great Impression The more that the global economy has changed, the more workers desire the employee value propositions they prioritized before the pandemic. Your employer brand plays a critical role in combating the current talent shortage. Join us for this lively panel discussion with talent branders to identify how to continue to grow and adapt your employer brand for success in talent attraction and employee retention. Moderator: Audra Knight, Associate Director, Employer Brand, Foundation Medicine Stephen Stewart, Sr. Director, Talent Brand, Ring Central Bryan Chaney, Director, Global Employer Brand & Talent Attraction, Indeed / Co-Founder, Talent Brand Alliance Will Staney, Founder & CEO, Proactive Talent / Co-Founder, Talent Brand Alliance James Marable, Employer Brand Leader, Eli Lilly & Company
3:00 PM	Day Four Concludes

For more information or to register:

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DAY 5: FRIDAY - JANUARY 28, 2021

TALENT DATA ANALYTICS

8:45 AM - 9:00 AM PST	Day 5 Opening Remarks Andrew Gadomski, Managing Director, Aspen Analytics
9:00 - 9:35 AM	Keynote: Optimizing Your Talent Strategy: Using Data Wisely to Measure and Advance Your Diversity, Equity & Inclusion Goals Melissa Thompson, Global Head of Talent Acquisition, Ford
9:35 - 9:40 AM	Coffee Break
9:40 - 10:10 AM	Three Recruiting Metrics You're Not Using (but should be!) Ben Eubanks, Chief Research Officer at Lighthouse Research & Advisory
10:10 - 10:30 AM	Networking in the Lounge
10:30 - 11:05 AM	Fireside Chat: Data-driven Measurement of Employer Reputation Jörgen Sundberg, CEO, Link Humans Shana Andrews, Senior Manager, Global Employer Brand, PepsiCo
11:10 - 11:45 AM	Fireside Chat: Topic TBA Chris Hoyt, Partner, CareerXRoads Brad Cook, VP Global Talent Acquisition, Intuitive
11:50 - 12:00 PM	Spotlight Session: Qualifi Tawfiq Abu-Khajil, Director of Sales, Qualifi
12:00 - 12:30 PM	Networking in the Lounge
12:30 - 1:00 PM	Why Your Hiring Tech Stack Needs to Include Identity Verification Taylor Liggett, General Manager, Sterling Identity, Sterling David Bloom, General Manager, Gig, Volunteer, and Consumer, Sterling Mark Lockwood, GM, Commercial Sector, ID.me
1:00 - 1:05 PM	Coffee Break
1:05 - 1:15 PM	Spotlight Session
1:15 - 1:45 PM	Using Talent Intelligence to Recruit and Retain In-demand Talent Douglas Watson, Operations Research Analyst Cybersecurity and Infrastructure Security Agency
1:45 - 2:30 PM	Panel Discussion: Talent Analytics for Hiring a Highly Effective Workforce Moderator: Andrew Gadomski, Managing Director, Aspen Analytics Jason Roberts, Executive Director, Talent Acquisition, JPMorgan Chase & Co. Megan Caposell, Associate Chief, Workforce Planning and Strategy Hara Lewis, Employer Brand Marketing, Danaher Corporation
2:30 PM	TA Week Concludes

NETWORK AND LEARN WITH FELLOW TA PROFESSIONALS

You'll leave with a list of practical ideas and takeaways so you can hit the ground running.

Missed a talk?

Recorded talks and speaker presentations are available to download and review at your leisure.

"76% of job seekers and employees report that a diverse workforce is an important factor when evaluating companies and job offers."

- Source: Glassdoor 2021

"41% of people are likely to consider leaving their jobs within the next year."

- Source: The 2021 Work Trend Index

For more information or to register:

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SPONSORSHIP OPPORTUNITIES



We've been building industry-renowned programs since 2009 bringing TA professionals together to engage in networking and education.

We help sponsors like you leverage our community of in-house practitioners and decision-makers to create an experience rich in networking and relationship building with prospects that will generate new business.

- Engage with new and existing clients
- Help you generate leads through our event attendees
- Present an education session to demonstrate thought leadership and products
- Communicate with event attendees during and after TA Week



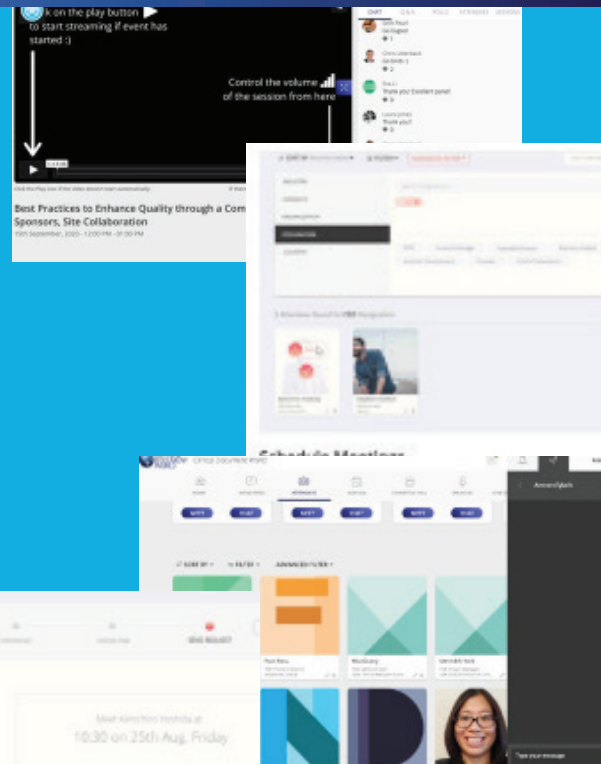
Learn more about how we can create a unique sponsor experience for your company

PLEASE CONTACT: **Kelly Hara**

kelly.hara@gsmiweb.com  619-377-8475

4 WAYS TO NETWORKING AT TALENT ACQUISITION WEEK VIRTUAL

- 1 Interact directly with the speakers and participants in every session through our chat, Q&A, and polls feature
- 2 Text Chat directly with all participants
- 3 Set a 15-minute video meeting with all participants
- 4 Join a networking table and participate in a video chat



For more information or to register:

Please contact **Jessica Vargas**:  619-597-7315 or visit TalentAcquisitionWeek.com



The TA Week virtual event platform is designed to provide all participants with an experience that optimizes education, learning, and networking during our events. Benefits include a platform consisting of virtual track rooms, exhibit hall, and networking on a community page.

EDUCATIONAL & NETWORKING BENEFITS INCLUDE:



SESSION ROOMS:

Participants can come in and out of session rooms while:

- Watching all presentations in real-time
- Chat, ask questions, and interact in real-time with all sessions
- On-demand session rooms with presentation slide decks and recordings of all sessions, keynotes, and panels.



EXHIBIT HALL:

Much like an in-person event we have a virtual exhibit hall where attendees can visit your booth and interact with your organization by:

- Download marketing materials
- View promotional videos
- Drop off your business card
- Learn about new services and tools that can help your organization
- Chat directly with exhibitors to learn how their services and tools can help meet your objectives

GROUP DISCOUNTS:

If you have questions about registering, please contact

Jessica Vargas:  jessica@gsmiweb.com



NETWORKING LOUNGE:

This community page which allows attendees to interact with all participants in a live video chat

- During designated times please feel free to join a table
- Topic and group discussions with colleagues from around the world



REAL-TIME NETWORKING

Ability to find attendees, speakers, and sponsors and engage with them through our chat feature

- Find time for a one-on-one 15-minute video meeting with event participants



EVENT FEED

Stay engaged throughout the week with updates on the event feed

- Participate in polls and engage with all participants

INTERESTED IN SPEAKING?

Please Contact Kara Mignanelli  kara.mignanelli@gsmiweb.com



REGISTRATION FORM

	PREVIOUS 2021	ADVANCED 2021	EARLY BIRD 2021	STANDARD 2022	LAST CHANCE Begins 1/14/2022
Practitioner Pass*					<input type="radio"/> \$245
Solution Provider Pass**					<input type="radio"/> \$895

GSMI OFFERS 6 WAYS TO REGISTER:

Tel: ☎ [888-409-4418, ext. 1](tel:888-409-4418) (M-F) 8 a.m. - 6 p.m.

Fax: (619) 923-3542

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

Scan: Registration forms can be scanned and emailed to: registration@gsmiweb.com

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

Online: www.socialrecruitingstrategies.com
www.gsmiweb.com

Cancellation and Quality Assurance

GSMI strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please provide us in writing with your comments on the evaluation provided upon arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the Virtual Event to: VP of Educational Services, 1501 India St. Suite 103-60, San Diego, CA 92101.

We will evaluate individual complaints in a context of collective comments from the Virtual Event. As speakers are confirmed months before the Virtual Event, some speaker changes or topic changes may occur in the program. GSMI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program. Cancellations are subject to the entire Virtual Event registration fee. All sales are final. No payments will be refunded or refundable. Please note that if you do not cancel and do not access the Virtual Event, you are still responsible for payment. In no event shall GSMI be obligated to refund all or a portion of the registration fee.

If GSMI is prevented from carrying out its obligations as it pertains to the Virtual Event you registered for as a result of any cause beyond its control, or such Virtual Event cannot be virtually conducted because of a software or issue with the hosting platform or due to acts of God, strikes, labor disputes, government requisitions, restrictions or war or apparent act of war, terrorism, disaster, civil disorder, epidemic or pandemic, curtailment or restriction on transportation facilities, or any other comparable calamity, casualty or condition (collectively a "Force Majeure") GSMI shall have the right to immediately terminate the affected Virtual Event without liability and shall be relieved of its obligations to Registrant. If the affected Virtual Event is terminated due to a Force Majeure occurrence before the first day of the Virtual Event, then GSMI will reschedule the affected Virtual Event and your registration fee will be applied to the rescheduled Conference.

* Practitioner Pass Access provides access to all virtual content, the exhibit hall and direct 1-to-1 networking with fellow participants. This access is restricted to practitioners only. No vendors/solution providers may purchase a Practitioner Pass. Registration information will be verified upon purchase.

** Solution Provider Pass provides access to all virtual content and the exhibit floor. Solution providers, including, but not limited to HR technology solution providers, may not purchase a practitioner pass. All registrations will be verified and audited.

TA Week Conference Registration Includes:

- + Access to the virtual event platform for TA week as well as the ability to rewatch all sessions and download session materials
- + Ability to networking and engage with all event participants

◆ Please fill in the following information and submit via fax to 619.923.3542 (submit one form for each attendee):

Name: _____

Title: _____

Department: _____

Company: _____

Mailing Address: _____

City: _____ State: _____

Zip/Post Code: _____ Country (if applicable): _____

Phone _____

Fax: _____

Email: _____

PAYMENT METHOD: Credit Card Check

Credit Card Type: _____

Credit Card Number: _____

Expiration Date: _____ Name on Card: _____

How did you hear about this event? _____