

TALENT ACQUISITION WEEK

CONNECT. ENGAGE. CREATE.

JULY 25-29, 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

BE INTENTIONAL WITH YOUR TALENT ACQUISITION STRATEGY

Dear TA pro:

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 summer, TA Pros gather to share 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 July.

Thank you,

Kara Mignanelli
Event Director/ SVP of People

Register
before Last
Chance
Savings Expire
July 21st!

Join us for this interactive virtual experience to reinvent your talent acquisition strategy to recruit and retain talent.

For more information or to register:

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

HERE'S WHAT FELLOW TALENT ACQUISITION PROS ARE SAYING ABOUT ATTENDING TA WEEK VIRTUAL:

"I have been overwhelmed with wonderful conversations. It has been great to be able to attend sessions and learn what is motivating people to attend and what they are most excited about. Thanks for the wonderful event!"

Connor Spang, National Business Development Manager, Verified Credentials Inc

"I had such a great time at the conference. I connected with people so easily and engaged with them in authentic ways. The conversations were so valuable for creating content that will be meaningful to our audience."

Karen Henke, Growth Marketing Lead, Findem

"This is by far one of the best TA conventions I have attended during my HR career. #KUDOS"

Aaron Carter, Talent Acquisition Manager, Advanced Concepts and Technologies International, LLC (ACT I)

"GREAT TA Weekoverall highly impressed with all [of] the sessions!"

Patti Luther, Recruiting Manager, Centric Consulting

"Insightful, engaging, and thought-provoking. TA Week is the best conference I have ever attended. I cannot wait until next year."

Jamie Starner, Director of TA, bartaco

"Tons of material at a great value!"

Peter Garneau, Director, Talent Acquisition, SMCP North America

"Wonderful experience to engage with like minded individuals."

Brooke Geiger, Director of TA, Regency Pet

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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 - JULY 25, 2022 TALENT SOURCING STRATEGIES SUMMIT

- 8:15 AM - 8:45 PST **Coffee Talk: Meet & Greet in the Lounge**
Kickstart your day with live networking in the Lounge!
-
- 8:45 AM - 9:00 AM PST **Welcome to TA Week & Day 1 Opening Remarks:**
Mike Batman Cohen, Founder / Sourcer, Wayne Technologies
-
- 9:00 AM - 9:30 AM **Global Sourcing Strategies: How to Hire in Emerging Tech Talent Hubs**
Diane Albano, Chief Revenue Officer, Globalization Partners
-
- 9:30 AM - 9:40 AM **Coffee Break**
-
- 9:40 AM - 10:10 AM **Demystifying Capacity Planning with Gem**
Matt Tague, Director of Customer Advisory, Gem
-
- 10:10 AM - 10:30 AM **Networking in the Lounge**
-
- 10:30 AM - 11:05 AM **Exposure, Engagement & Effort: Using the 3 E's to Creatively Source Diverse and Strategic Candidates for the Next Normal**
Camille Tate, MBA, PHR, SHRM-CP, Head of Talent, Strava
-
- 11:10 AM - 11:45 AM **From Inbound vs. Outbound to Employee Referrals: A Look at How to Find the Answers to Your Talent Needs**
Steven Kosakow, Vice President of Global Talent Acquisition, SOPHIA GENETICS
-
- 11:45 AM - 12:30 PM **Networking in the Lounge - Sponsored by Postmates**
-
- 12:30 PM - 1:00 PM **The Realities of Sourcing in 2022... New Game, New Rules**
Allyn Bailey, Executive Director of Hiring Success, Smart Recruiters
-
- 1:00 PM - 1:05 PM **Coffee Break**
-
- 1:05 PM - 1:35 PM **LinkedIn: Inside Out**
Mike Batman Cohen, Founder/ Sourcer, Wayne Technologies
Brian Fink, Senior Technical Recruiter, Twitter
-
- 1:35 PM - 1:40 PM **Coffee Break**
-
- 1:40 PM - 1:50 PM **Spotlight Session: Findem**
Alper Tekin, Chief Product Officer, Findem
-
- 1:50 PM - 2:10 PM **Networking in the Lounge**
-
- 2:10 PM - 3:00 PM **Panel Discussion: Candidate Engagement: Tips for Creative Messaging in a Competitive World**
Willena Long, Senior Diversity Technical Sourcing Leader, Roblox
Blair Fambro, Senior Technical Sourcer - Machine Learning, Lane Sutton, Senior Manager, Employer Brand Marketing, Comcast Advertising
-
- 3:00 PM - 3:30 PM **Networking in the Lounge**
Grab a drink and connect with someone new. Cocktails optional!

DAY 2: TUESDAY - JULY 26, 2022 SRSC

- 8:15 AM - 8:45 PST **Coffee Talk: Meet & Greet in the Lounge**
Kickstart your day with live networking in the Lounge!
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- 8:45 AM - 9:00 AM PST **Day 2 Opening Remarks: Emcee Maren Hogan, Founder & CEO, Red Branch Media**
-
- 9:00 AM - 9:45 AM **Keynote: How to Future-Proof Hiring with Talent Intelligence**
Conor Volpe, Sr. Product Marketing Manager, Eightfold
Hicham Zahr, Head of Insights and Analytics, Eightfold
Justin Ghio, Director, Talent Sourcing, Activision Blizzard
-
- 9:45 AM - 9:50 AM **Coffee Break**
-
- 9:50 AM - 10:25 AM **Innovative and Inclusive Approach to Early-Career Recruiting Program**
Bob Athwal, Senior Talent Manager, Skyscanner
-
- 10:15 AM - 10:30 AM **Networking in the Lounge**
-
- 10:30 AM - 11:05 AM **Everything You Wanted To Know About Instagram for Employer Branding, Personal Branding and Recruiting**
Dorothea Bozicolona-Volpe, Principal, Social Espionage
-
- 11:10 AM - 11:45 AM **Build it Together: A Look at How Lowe's is Working to Scale Hiring at Speed**
Deb Andrychuk, Senior Director, Talent Attraction, Lowe's Companies, Inc.
-
- 11:50 AM - 12:00 PM **Sponsor Showcase: Clinch**
-
- 12:00 PM - 12:30 PM **Networking in the Lounge**
-
- 12:30 PM - 1:00 PM **Unleash the Potential in Your Talent and Build Your Workforce of the Future**
Ben Slater, Vice President, Marketing, Beamery
-
- 1:00 PM - 1:05 PM **Coffee Break**
-
- 1:05 PM - 1:30 PM **Jump Off the Hamster Wheel: Start Creating Social Posts that Really Engage Talent**
Lori Sylvia, Founder, Rally Recruitment Marketing
-
- 1:35 PM - 1:40 PM **Coffee Break**
-
- 1:40 PM - 1:50 PM **Recruiting Reimagined: See Jobvite's Evolve Talent Acquisition Suite in Action**
Jenn Zazzetti, Solutions Engineer, Jobvite
-
- 1:50 PM - 2:10 PM **Networking in the Lounge**
-
- 2:10 PM - 3:00 PM **Panel Discussion: Global Remote Teams**
Moderator: Maren Hogan, Founder & CEO, Red Branch Media
Aditya Pal Singh, Director Head Talent Acquisition, Informatica
Deb Yarnall, Senior Recruiting Manager, Amazon Web Services
-
- 3:00 PM - 3:30 PM **Networking in the Lounge**
Grab a drink and connect with someone new. Cocktails optional!

DAY 3: WEDNESDAY - JULY 27, 2022

TALENT DATA ANALYTICS

8:15 AM - 8:45 PST	Coffee Talk: Meet & Greet in the Lounge Kickstart your day with live networking in the Lounge!
8:45 AM PST	Day 3 Opening Remarks: Emcee Dwane Lay, CXO, GBS Worldwide
9:00 - 9:35 AM	Using Data to Affect Change for Improved Recruiting Craig Fisher, Fractional Talent Acquisition and Recruiting Operations Leader, TalentNet Media
9:35 - 9:40 AM	Coffee Break
9:40 - 10:10 AM	Data Deep Dive: What the Latest Insights on Gen Z Job Seekers Should Mean for Your Talent Strategy Kate Beckman, Executive Manager, Community & Insights, RippleMatch
10:10 - 10:30 AM	Networking in the Lounge
10:30 - 11:05 AM	Candidate Experience Is Your Recruiting Competitive Advantage Kevin Grossman, President, The Talent Board
11:10 - 11:45 AM	Data Intelligence for Talent Attraction in the Healthcare Industry Micheal Goldberg, Talent Acquisition Operations Leader, Hiring Transformed
11:50 - 12:20 PM	How to Unlock Interview Data to Drive Better Hiring Speaker, BrightHire
12:20 - 12:35 PM	Networking in the Lounge
12:35 - 1:10 PM	Bringing Sexy Back...to Data: How to Use Data to Drive Successful Recruitment Marketing Campaigns Crystal Lay, CEO and Chief Strategy Officer, GBS Worldwide
1:10 - 1:15 PM	Coffee Break
1:15 - 1:45 PM	Data-Centric Recruitment Marketing Mona Tawakali, Chief Strategy Officer, Recruitics
1:50 - 2:10 PM	Networking in the Lounge
2:10 - 3:00 PM	Panel Discussion: Steps to Build Meaningful Diversity and Inclusion Analytics Moderator: Dwane Lay, CXO, GBS Worldwide Hallie Bregman, PhD, VP People, CUUP Brittany Goren, Talent Acquisition Analyst, Aspen Analytics Jimmy Zhang, Vice President, Head of Global Talent Acquisition, Takeda
3:00 - 3:30 PM	Networking in the Lounge Grab a drink and connect with someone new. Cocktails optional!

DAY 4: THURSDAY - JULY 28, 2022

EMPLOYER BRANDING STRATEGIES (#EBRANDCON)

8:15 AM - 8:45 PST	Coffee Talk: Meet & Greet in the Lounge Kickstart your day with live networking in the Lounge!
8:45 AM PST	Day 4 Opening Remarks: Emcee: Christine Temple Gaspar, CCO, exaqueo
9:00 - 9:45 AM	Employment Branding Trends & Tactics in the Midst of a Pandemic Recruit Rooster
9:45 - 9:55 AM	Coffee Break
9:55 - 10:30 AM	Small but Mighty: Tips for Solo Employer Branders and Small Teams James Marable, Marketing Manager, Amazon
10:30 - 11:00 AM	Networking in the Lounge
11:00 - 11:50 AM	Panel Discussion: Awakening Advocacy to Demonstrate Company Culture and Employer Brand for Employee Retention Moderator: Audra Knight, Associate Director, Employer Brand, Foundation Medicine Liz Gelb-O'Connor, VP, Global Head Employer Brand & Marketing, ADP Kerry Noone, Senior Director, Employment Strategy, DaVita Kidney Care Christine Temple Gaspar, CCO, Exaqueo
11:50 - 12:00 PM	Spotlight Session
12:00 - 12:25 PM	Networking in the Lounge
12:25 - 1:00 PM	Employer Brand Evolution Chrissy Thornhill, Director, Head of Global Employer Brand & Recruitment Marketing, MetLife
1:00 - 1:05 PM	Coffee Break
1:05 - 1:35 PM	People-First Branding: The Key to Staying Ahead of Challenges in the Recruitment Market Sheridan Orr, Chief Marketing Officer, Built In
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	Deep Dive Working Session: Employer Brand Activation Chloé Rada, Director, Global Recruitment Marketing and Branding, Syneos Health Commercial Solutions Allison Kruse, Global Employer Brand Leader, Baxter
3:00 - 3:30 PM	Networking in the Lounge Grab a drink and connect with someone new. Cocktails optional!

For more information or to register:

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



DAY 5: FRIDAY - JULY 29, 2022

DIVERSITY, EQUITY, INCLUSION, AND BELONGING (DEIB)

8:15 AM - 8:45 PST	Coffee Talk: Meet & Greet in the Lounge Kickstart your day with live networking in the Lounge!
8:45 AM PST	Day 5 Opening Remarks: Emcee: Michele L. Shelton, CDP, CPC, CEO & Principal Consultant, Michele Shelton LLC
9:00 - 9:35 AM	Best Practices for Diversity, Equity, Inclusion, and Belonging Sam Sepah, Lead Accessibility Research Product Manager, Google
9:35 - 9:40 AM	Coffee Break
9:40 - 10:10 AM	Embedding and Operationalizing DEI in Talent Acquisition Roselle Rogers, Vice President, Diversity, Equity, and Inclusion, Circa
10:10 - 10:25 AM	Networking in the Lounge
10:25 - 11:00 AM	Diversity Sourcing Leveraging LinkedIn Recruiter Blair Fambro, Senior Technical Sourcer - Machine Learning, Twitter
11:05 - 11:40 AM	Stop Talking and Start Doing. How to Make Real Change in Your Organization to Source & Recruit Underrepresented Talent Shayla Barnhart, Manager, Enterprise Talent Sourcing, Technology, The Walt Disney Company
11:40 - 12:10 PM	Networking in the Lounge
12:10 - 12:40 PM	Inclusive Talent Strategy: Building a Personalized and Inclusive Candidate Experience Jo Weech, Head of People and Talent, Exemplary Consultants
12:40 - 12:45 PM	Coffee Break
12:45 - 1:15 PM	Data-Driven Diversity Trends in Talent Acquisition Andre Boulais, VP of Customer Success, Entelo Kevin Walters, Director of Diversity and Inclusion, Entelo
1:15 - 2:00 PM	Panel Discussion: Allyship in a Remote World Moderator: Michele L. Shelton, CDP, CPC, CEO & Principal Consultant, Michele Shelton LLC Brooks E. Scott, Executive Coach, Merging Path Coaching Andrea Long, Head of Talent Engagement Strategy, Upstart
2:00 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.

Interested in Speaking?

Contact Kara Mignanelli
kara.mignanelli@gsmiweb.com

"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:

Please contact **Jessica Vargas**: [619-597-7315](tel:619-597-7315) or visit TalentAcquisitionWeek.com

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



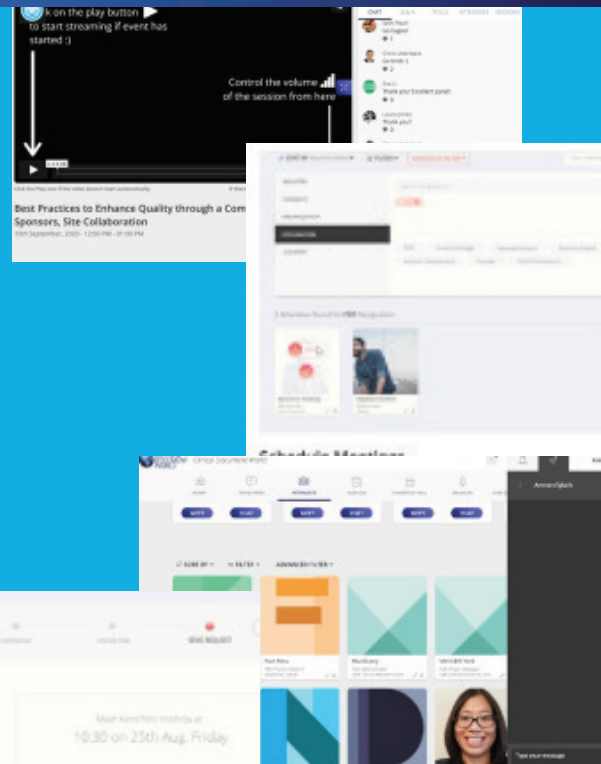
Learn more about how we can create a unique sponsor experience for your company

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

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REGISTRATION FORM

	EXPIRED PRE-SALE Ends 7/21/2022	ADVANCED Ends 7/21/2022	EARLY BIRD Ends 7/21/2022	STANDARD Ends 7/21/2022	LAST CHANCE Begins 7/22/2022
Practitioner Pass*				<input type="radio"/> \$275	<input type="radio"/> \$295
Solution Provider Pass**	<input type="radio"/> \$795	<input type="radio"/> \$795	<input type="radio"/> \$795	<input type="radio"/> \$795	<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: <https://talentacquisitionweek.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? _____