



The 2014

Talent Acquisition and Onboarding Conference

The Gateway to Effective Employee Engagement and Improved Performance

December 4-5, 2014 | The Marriott Downtown | New York, New York



Who should attend

The Talent Acquisition and Onboarding conference is designed for Human Capital leaders at the Vice President and Director level with a focus in:

- Talent Acquisition
- HR Generalist Roles
- Engagement and Retention
- Talent Management
- Onboarding
- Employment Branding, Marketing, and Employee Value Proposition

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Employee engagement begins with the first contact an individual has with a company. In most instances, this contact is through the recruitment process and continues through the employee's onboarding experience.

As several studies indicate, up to 86 percent of new hires decide within the first six months of employment whether to leave a company. Today's talent acquisition and onboarding leaders are uniquely positioned to impact employee engagement.

By delivering an authentic employment brand experience, ensuring a positive candidate experience and managing a successful transition from candidate to new hire to productive employee, talent acquisition and onboarding leaders can have a positive impact on business results.

Benefits of attending:

- Understand the impact talent acquisition and onboarding strategies have on employee engagement
- Walk away with ideas for building an engagement business case, getting your hiring managers embedded in the process, and creating a strong recruiting / onboarding partnership
- Ample time for sharing best practices and challenges with your peers from other top companies
- Understand the impact your employment brand and candidate experience have on company success
- Learn how data and analytics can improve your recruiting and onboarding programs

Previous participants of the Talent Management and Onboarding Conferences

3M Company	Duke Energy	Lockheed Martin
BASF	Ernst & Young	Pfizer Inc.
BlackRock	Google	Pitney Bowes
CA Technologies	IBM	State Farm Insurance
Capital One	Intuit	The Boeing Company
Cigna Corporation	JetBlue Airways	Tyco
Cisco Systems Inc.	Liberty Mutual	Wells Fargo & Company

Day 1 **Thursday, December 4, 2014**

REGISTRATION AND CONTINENTAL BREAKFAST 8–9 AM

WELCOME AND INTRODUCTION 9–9:15 AM

Kara Yarnot, Program Director, **The Conference Board**

KEYNOTE – GENERAL SESSION A 9:15–10:15 AM

The Power of Your Talent Brand

Through LinkedIn's unprecedented data on candidate and employee behavior, learn about the impact talent branding has on talent acquisition and onboarding. Discover how to adjust your brand messages based on candidate and new hire needs. Turn your new hires into brand ambassadors to increase engagement.

Alyssa Merwin, Director, Relationship Management, **LinkedIn**

GENERAL SESSION B 10:15–10:45 AM

Roundtable Discussion – Adjusting Your Brand Message

Discuss with your table participants how you do (or should) adjust your talent brand message to attract top talent. Each table will share their top ideas; major themes will be recorded and distributed to all participants.

REFRESHMENT/NETWORKING BREAK 10:45–11 AM

GENERAL SESSION C 11 AM–NOON

DNA of Highly Engaged Cultures: How Organizations Create and Sustain Them

The Conference Board will share the results of our first annual study conducted by The Engagement Institute, the results of which will assist Human Capital practitioners in creating a platform for enterprise-wide action and impact. You will also learn the key practices leading companies use during the recruiting and onboarding process to achieve high levels of employee engagement.

Rebecca Ray, Executive Vice President, Knowledge Organization and Human Capital Lead, **The Conference Board**

Panel discussion to follow

NETWORKING LUNCH NOON–1 PM

CONCURRENT SESSION D1 1:15–2:30 PM

Building Engagement Through Onboarding Innovations

From the moment a new hire accepts an offer through their first 90 or 180 days as an employee, the greatest opportunity to impact engagement exists. Hear how several top companies have innovated in the onboarding programs to increase engagement – from streamlining the process, to defining active onboarding roles for first-line managers, to a strong recruiting/onboarding team partnership – you'll gain new ideas to improve your program.

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Panelists:

Lisa Eisenstat, North American Talent Acquisition Leader, **Rockwell Automation**
Joanne Veech, Global Director, Talent, **PricewaterhouseCoopers**
Brady Jensen, Global Head of HR Service Delivery, **Towers Watson**
Lauren Hodill, Team Lead, Global Noogler Orientation, **Google**

CONCURRENT SESSION D2 1:15– 2:30 PM

Maximize the Candidate Experience and Increase Engagement

Learn the strategies and tactics that the top companies use to build a best-in-class candidate experience. Gerry Crispin, Co-Founder of the Candidate Experience Awards, will:

- Share the results of the 2014 awards,
- Highlight some innovative solutions currently being used by top companies, and
- Discuss the impact the candidate experience has on employee engagement.

Moderator

Gerry Crispin, Board Member, **The Talent Board**

Panelists

Jillyan French-Vitet, Global Acquisition and Mobility Practices Lead, **Deloitte**
Rodney Moses, VP, Global Recruitment, **Hilton**
Chloé Rada, Senior Talent Acquisition Marketing Manager, **Sodexo**
Danelle DiLibero, Talent Acquisition and Engagement Manager, **Risk Management Solutions (RMS)**

REFRESHMENT/NETWORKING BREAK 2:30 – 2:45 PM

CONCURRENT SESSION E1 2:45–4 PM

If Assessments are the Answer, What is the Question?

Leading companies have been using assessment tools for employee development and training programs for decades. But, can these assessments be successfully deployed throughout the entire employee lifecycle to have an even greater impact? Yes, they can. Join this session to learn:

- How personality assessments can have a positive impact on the entire employee lifecycle, and
- How General Motors is using personality assessments to drastically improve their screening, selection and onboarding process, and
- How personality assessments can be used throughout the employee lifecycle to continuously and meaningfully help drive business results.

Anthony Boyce, Associate Partner, **Aon Hewitt**

Paul Rubenstein, Partner, **Aon Hewitt**

Lori LePla, PhD, Global Talent Assessment Manager, **General Motors**

CONCURRENT SESSION E2 2:45-4 PM

Sourcing Hard-To-Fill Positions: Finding the Purple Squirrel

Learn strategies and tactics for identifying, recruiting and hiring individuals with unique skill sets from some of the top sourcers and recruiters in the business.

Panel Moderator:

Dan Chait, CEO, **Greenhouse Software LLC**

Panelists:

Jenny DeVaughn, Sr. Director, Branding and Sourcing, **ADP**

Terri Coligan, Recruiting Manager, Talent Sourcing, **Nestle USA**

Jack Groetzinger, CEO, **SeatGeek**

Lorna Hagen, VP of People, **OnDeck**

GENERAL SESSION F 4-5 PM

Kaiser's Onboarding Margin™ Framework & Maturity Model, with a Case Study of NCR's Journey to World-Class Onboarding

Participants will come away from this session not only with an understanding of Kaiser's Onboarding Margin™ framework for driving onboarding excellence (with particular emphasis on levers to improve new hire readiness, productivity, and engagement), but also with the opportunity to assess their program's maturity level against the stages of Kaiser's Onboarding Maturity Model. Additionally, participants will hear directly from the onboarding program designers at NCR, a global leader in consumer transaction technologies, who are applying Onboarding Margin principles and improving the NCR candidate/new hire experience by focusing on critical "moments" spanning the talent acquisition and onboarding phases of new hires' first year of employment.

From this session, participants will learn:

- A framework for integrating the components of World Class onboarding
- How to assess their organization's current stage of Onboarding Maturity
- Perspectives on how one organization (NCR) is evolving its onboarding program along the Onboarding Maturity Curve
- Benefits of grounding the design of the candidate/new hire experience in the same principles as a company's customer experience

Lilith Christiansen, Vice President, **Kaiser Associates**

Sarah Hagerman, Vice President, **Kaiser Associates**

Wendy Smith, Head of Onboarding, **NCR**

Kevin Finke, Transformation Catalyst, **NCR**

DAY 1 RECAP OF INTERACTIVE DISCUSSIONS AND POLLING 5-5:30 PM

Kara Yarnot, Program Director, **The Conference Board**

NETWORKING RECEPTION 5:30-6:30 PM

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

Day 2 Friday, December 5, 2014

CONTINENTAL BREAKFAST 7:30–8:30 AM

WELCOME AND OPENING REMARKS 8:30–8:45 AM

GENERAL SESSION G 8:45–9:45 AM

Engaged Recruiters Create Engaged Employees

The first interaction a new hire has with a company is often with the recruiter. Yet, most companies have over-worked and under-appreciated recruiters making that connection. The average recruiter has between 8 and 12 different tools to manage in order to get the job done. The Recruiting Service Innovation Awards (ReSIs) were created to recognize those technology and service providers who create innovative solutions that increase recruiter efficiency and effectiveness, and thus a more engaged recruiter. Learn about the innovative companies that won ReSI awards in the inaugural year and the interesting insight uncovered through a survey of recruiters.

Peter Weddle, Executive Director, **International Association of Employment Websites** (the creator of the ReSI Awards)

REFRESHMENT/NETWORKING BREAK 9:45–10 AM

GENERAL SESSION H 10–11 AM

Roundtable Discussions and Report Out

Bring your new ideas to life. Select a table with your favorite topic from the conference and join fellow attendees for a best practice sharing session. A current member of the The Conference Board's Council of Talent Acquisition Executives, The Conference Board's Onboarding Talent Council, or one of our sponsors will lead each table discussion.

Best practices from each table will be collected and distributed to all attendees.

GENERAL SESSION I 11AM–NOON

Future Trends in Talent Acquisition and Onboarding

A lively panel discussion about trends in labor markets, branding, technology, and assessment that will impact the future of talent acquisition and onboarding.

Panel Moderator:

Greg Karr, Executive Vice President, **SevenStep RPO**

Panelists:

Jenny DeVaughn, Sr. Director, Branding and Sourcing, **ADP**

Carolyn Doud, Executive Director, Talent Acquisition & Talent Management, **Avon Products**

Talya Bauer, Program Director, Onboarding Talent Council, **The Conference Board**

CONFERENCE RECAP NOON–12:30 PM

- Key takeaways from each roundtable session will be printed and distributed to attendees
- Announcement of planned follow-up webcasts
- Summary of interactive discussions and polling

Kara Yarnot, Conference Program Director

For Sponsorship Opportunities please contact

Michael.Felden@conferenceboard.org



Registration Information

Online www.conferenceboard.org/talent

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2014 Talent Acquisition and Onboarding Conference

The Gateway to Effective Employee Engagement and Improved Performance

The Marriott Downtown
New York, New York

Conference (907015-2)

December 4-5, 2014

Associates **\$2,295**

Non-Associates **\$2,895**

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Talent Acquisition and Onboarding Conference**.

Hotel location

New York Marriott Downtown
85 West Street at Albany Street
New York, New York 10006 USA
Tel 212 385 4900

Hotel reservations cut-off date:
November 12, 2014

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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