



Transforming Talent Acquisition: Pandemic and Protests

Supporting Sponsor:



VIRTUAL EVENT
October 19 – 20, 2020

www.conferenceboard.org/talent

Agenda

Day One

Monday, October 19, 2020

Pandemic's Impact

11:15 – 11:30 am

Welcome & Opening Remarks

Dr. John Gillis, Jr., Program Director, **The Conference Board**

11:30 am – 12:15 pm

General Session

Safety First: Agile Talent Strategies for a Fortune 7 Healthcare Company During a Global Pandemic

Safety from COVID-19 is not just physical, it is also mental, financial, and much more. UnitedHealth Group responded to the pandemic in several ways that challenged the talent office, while responding in ways we could not have imagined. Our first order of business was to keep everyone safe and our pivot to virtual and ultimately the plan to return to office was top of mind. We partnered with Microsoft to develop a free phone app to check employee health daily before their commute. We also knew we had to empower internal mobility within the organization to reduce furloughs and enable transferrable skills to be leveraged in most impactful ways. Second, as an organization we were well-versed in virtual events; however, the pandemic created higher demand and a need for us to operationalize our process for leveraging those tools and accelerating our plans around technology. We reimagined our recruiting strategies, such as funding 100 additional interns 3 weeks before intern start date so that those students who lost their internship due to COVID, still had a meaningful experience at Optum. Additionally, we are freeing ourselves from being restricted to campus events 3-4 months a year, and now having a continuous 12-month sourcing cycle. Finally, as a global company, we had to support our assignees and their families that we were hosting around the world. Some were not in their host employment country when the pandemic hit, and the immediate question was, "are you safe?", followed with creative techniques to keep them working. Please join us as we discuss these three better practices on how a healthcare company effectively responded to a global pandemic to keep our employees safe!

Melanie J Smith, Vice President of Global Mobility, Immigration & Talent Acquisition, **UnitedHealth Group**

12:15 – 1:00 pm

General Session

From In-Person to Virtual: Digital Transformation Meets Equity and Inclusion in a Virtual World

Employers everywhere have adjusted to life remotely. With the fall college recruiting season underway, employers are furthering their digital operations to fulfill pressing hiring needs.

In fact, 98% of the nearly 600 enterprise employers Handshake polled said that they plan on incorporating virtual recruiting this fall.

It's not enough to just show up in this digital landscape. Employers must maintain a competitive edge to stand out and win the mindshare of college students before their peers do. Attend this session to:

- Remove geographic limitations from the equation and expand your school reach
- Build a more equitable, inclusive, and representative workforce without meeting students in person
- Respond to school plans and stand out from your

Garrett Lord, CEO, **Handshake**

Luke Baxter, VP, Enterprise Product, Marketing & Insights, **Handshake**

1:00 – 1:40 pm



Live Virtual Exhibit Featuring:

Handshake

Visit Handshake's Virtual Exhibit for live Q&A!

Engage with the team from Handshake in a highly interactive virtual experience with live Q&A, custom insights, demos, downloadable case studies, and more!

1:40 – 2:00 pm

Break

2:00 - 2:45 pm

General Session

ZoomBoom: Rapidly Scaling Our Talent Acquisition Machine

As COVID took hold of our lives, Zoom found themselves with a rapidly increasing demand for both their product... and talent needs. Zoom's Global TA team scaled quickly to meet accelerated hiring demand, critically providing the business the talent to meet the demand and the resulting opportunity to scale revenue.

Phil Haynes, Head of Global Talent Acquisition, **Zoom**

2:45 – 3:30 pm

General Session

Talent Acquisition: Beyond 2020

Leveraging the Conference Board's recent survey data, Robin will discuss how companies are transforming their Talent Acquisition. She will share the importance of internal mobility, the redeployment of recruiters, and the implementation of AI.

Robin Erickson, Ph.D., Principal Researcher, **The Conference Board**

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

Day Two

Tuesday, October 20, 2020

Protests' Impact

11:15 am – 11:30 am

General Session

Welcome & Opening Remarks

Dr. John Gillis, Jr., Program Director, **The Conference Board**

11:30 am – 12:15 pm

General Session

Impact-Based Hiring

Impact-Based Hiring is rooted in “job outcomes and success factors” rather than strict job requirements, leading to a larger, more diverse talent pool. This includes candidates who possess the traits to make an “impact” at BASF. It allows us to identify high-performing internal and external talent and tap into a broader pool of agile resources who can adapt to our ever-changing industry. The outcomes from Impact-Based Hiring include a high-performing workforce, acceleration of our internal talents, and a culture of diversity and inclusion.

Crystal Lannaman, Head of Talent Acquisition, **BASF**

Eric Haener, Talent Acquisition Relationship Manager, **BASF**

12:15 – 1:00 pm

General Session

Opportunity Employment

Elaine is passionate about using business to maximize social change. The non-profit Year Up seeks to address the social injustice issues in hiring in order to close the opportunity divide. During this session, you will learn the principles of Opportunity Employment as businesses look to hire with a lens on economic and racial equality.

Elaine Chow, CHRO, **Year Up**

1:00 – 2:00pm

Break

2:00 – 2:40 pm

General Session

Data-Driven Solutions: Effectively Integrate Diversity and Inclusion into Talent Acquisition

With the social unrest impacting the way companies are hiring, talent acquisition leaders need a new way of thinking about Diversity & Inclusion. We primarily need to change our processes to minimize biases. Learn from these research-backed case studies, and what you need to apply to your recruiting processes.

Laura Sabattini, Ph.D., Principal Researcher, **The Conference Board**

2:45 – 3:30 pm

General Session

Lucy's Journey: A Story about Inclusive Hiring Practices

How does inclusive hiring change the narrative for the right candidate? Using the perspective of a candidate named Lucy, we will discuss how bias can impact every step of the recruiting process - and how proactive measures to reduce bias and design processes for inclusion (from talent marketing to job posting to offer) influence her journey. Learn from their recent global implementation.

Mariana Mancini, HR Center of Expertise - Talent, **Dow**

REGISTRATION INFORMATION

Online www.conferenceboard.org/talent

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Conference Pricing:	
Members	Free
Non-Members	\$495

Location

This is a virtual event. Attendees will be able to join live and also watch later on demand.