



2016

REGISTRATION
GUIDE

3rd ANNUAL

TOP
TALENT
SUMMIT

ONE CONFERENCE. 23 SESSIONS. UNLIMITED VALUE

APRIL 20-21 | METRO TORONTO CONVENTION CENTRE | TORONTO, ON

Want to skyrocket your career?

We're set.

Let's rise.

Boost your career with proven strategies and tactics designed to help you source, recruit and retain top talent.



One-stop recruiting conference:

From employment branding, social media recruiting and candidate experience to sourcing hard-to-find talent, this single, two-day, all-inclusive conference will help position you on the cutting edge of recruiting without breaking your organization's bank.



Distinguished speakers:

Be inspired by a host of esteemed experts, among them, the UK's top recruitment blogger, published authors, past manager of Google AdWords advertising campaigns, award-winning social and mobile recruiting strategists, and more.



In-depth, hands-on learning:

Your conference fee grants you access to all conference sessions, including 12 practical workshops that deliver actionable content you can put into practice right away.



Unmatched networking:

Get to know key players in the recruiting industry who are making things happen in their organizations. One valuable connection at the Top Talent Summit could skyrocket your career beyond your wildest dreams.



Amazing value:

Past attendees from Canada's Top 100 organizations have estimated the value of the information they received at this conference to be more than \$10,000.

2 DAYS

300+
RECRUITING PROFESSIONALS

6
KEYNOTES

23+
TRANSFORMATIONAL SESSIONS

12
HANDS-ON WORKSHOPS

19+
SPEAKERS

2016

REGISTRATION
GUIDE

Register NOW

Get Approval NOW

TOP TALENT SUMMIT DEMOGRAPHICS



PAST NOTABLE ATTENDEES FROM THE FOLLOWING ORGANIZATIONS



TESTIMONIALS



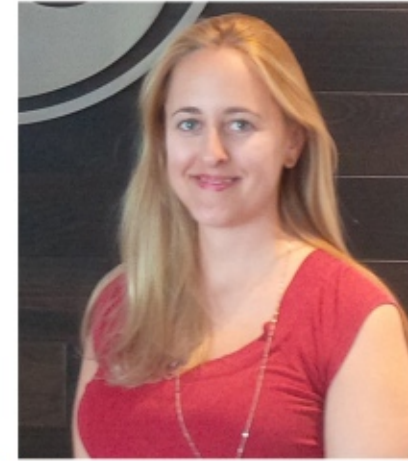
Bradley Ewoniak

“This conference’s given great value and context for what’s out in the market today.”



Debbie Mastel

“I left the conference with remarkable tools and tactics for sourcing top talent.”



Kristin Krause

“Thank you for bringing in reputable speakers from all over the world!”



2016 KEYNOTE SPEAKERS



Richard Finnegan

Best-Selling Author



Steve Lowisz

Recruiting Metrics Genius



Ty Heath

Inbound Recruiting Strategist



Andy Headworth

Best-Selling Author



Shannon Pritchett

Top Sourcing Guru



Eddy Ng

Top Millennial Generation Researcher

FEATURED KEYNOTES



Richard Finnegan

Author
Power of Stay Interviews

STOP Doing Exit Interviews and START Doing Stay Interviews

While recruiters hone in on better ways to attract talent, we recommend you invest a few minutes to learn the most innovative technique to retain talent and engage it. In 2012 Richard Finnegan authored *The Power of Stay Interviews for Engagement and Retention* and this book has been the top-selling SHRM-published book globally ever since.

Come join the author, Richard Finnegan about whom BusinessWeek has said, “offers fresh thinking for solving the turnover problem in any economy”. Richard will facilitate this session and give his personal insights into the power of stay interviews and the best ways to introduce and conduct them in your organization.

Participants will leave with impactful new knowledge to further their careers along with a copy of the Stay Interview Game Training Tool to implement stay interviews with their managers.

Key Learning Objectives:

- 1.** Influence executives to implement stay interviews based on data that the primary reason employees stay/leave and engage/disengage is their immediate supervisors.
- 2.** Learn the top four skills managers must learn and apply in order to conduct stay interviews and build stay plans effectively.
- 3.** Learn the value of trust to conduct stay interviews, build stay plans, and ultimately improve engagement and retention.

FEATURED KEYNOTES



Steve Lowisz

Chief Trainer
Recruitment Education Institute

Why Are Most Recruiting Metrics Wrong?

Recruiting metrics are used to influence and determine the success of the talent acquisition function - the real question is, what recruitment metrics measure the right indicators of success? Do the metrics you use today drive the right behaviors?

This session will explain the importance of metrics, the issues with traditional metrics, and what behaviors we want to create through the usage of effective recruiting metrics. Participants will learn how to improve recruiter efficiency by utilizing the sales process and proper measurements that drive the right results.

Key Learning Objectives:

1. Discover why metrics must be predictive, consistent, and drive recruitment behavior.
2. Learn how to begin measuring results that drive long term, positive impact within your organization.
3. Understand sample metrics designed to deliver outstanding results and how to implement them.

FEATURED KEYNOTES



Andy Headworth

Author
Social Media Recruitment

Integrating Social Media Into Your Recruitment Strategy

In order to attract the right people into your organization despite a global shortfall of talented candidates, new methods are now needed to reach future talent. Social media needs to become a vital part of any recruitment strategy. Andy Headworth authored “Social Media Recruitment” in 2015 and this book has been No. 1 Amazon Best Seller since then.

Come see Andy Headworth share practical guidance with case studies and insights from industry thought leaders to provide a full understanding of what Social Media means for HR and recruitment and how to successfully integrate and use it.

Key Learning Objectives:

- 1.** Learn how to create a social recruiting strategy and align it with your business objectives.
- 2.** Understand how to integrate your existing recruitment processes into this model.
- 3.** See examples of successful social recruiting case studies delivering great results.

FEATURED WORKSHOPS



Jason Thibeault

Sourcing Expert,
Moore eSSentials



Tricia Tamkin

Sourcing Expert,
Moore eSSentials

How to Source Hard-to-Find Talent like an Agency without Paying Fees

Recruiting firms are expensive. They should be, they find the people to fill your critical roles when you can't. Tricia and Jason will show you how to beat them at their own game with the same advanced Internet search techniques they teach to third party recruiters. If you ever have trouble finding the right person (but have access to the Internet) this hands-on workshop will have you easily navigating the Internet like a pro. Boolean might seem scary, but not when you learn from Tricia and Jason.

Key Learning Objectives:

1. Learn to use correct Boolean operators, and stop making amateur mistakes.
2. Write search strings to find candidates your competitors just can't find.
3. Get personal help during the workshop to write strings specific to your openings.

FEATURED WORKSHOPS



Amy Hamdorff

Recruitment Manager,
Joey Restaurant Group

How to Build a Strong Employment Brand Through Instagram

During this interactive workshop, Recruitment Manager and social media enthusiast, Amy Hamdorff, will teach you how to use Instagram to build a strong employment brand. You'll learn why companies are using Instagram to build upon their employment brand and how to attract and retain top talent with the use of creative content and a simple hashtag. The workshop includes exercises on your smartphone or tablet, where you'll learn how to create content that stands out from the crowd.

Key Learning Objectives:

1. Simple ideas to build your content strategy.
2. Understand the importance of branded hashtags.
3. Learn how to monitor the impact and success of your content.
4. Tips for using Instagram to engage with new and existing candidates.
5. Practical exercises with opportunity for feedback: use your smartphone or tablet.

FEATURED WORKSHOPS



Kasey Sixt

Vice President,
Ckr Interactive

How to “WOW” Your Candidates With Visual Job Descriptions

Job descriptions have remained essentially unchanged for years. They're typically predictable and altogether too long and unexciting. Sad but true. And in a time where we're consuming and sharing content more freely and frequently than ever before, isn't it time we do something about how we attract talent? We think so.

Organizations are finally looking for ways to make job descriptions compelling to their target audience. Kasey Sixt's workshop will explore three innovative approaches to attracting the best talent possible!

Key Learning Objectives:

1. Learn different types of visual job descriptions
2. Understand how to develop video job descriptions
3. Discover secrets of creating-your-own visual job descriptions

2016 SPEAKERS



Richard Finnegan



Steve Lowisz



Ty Heath



Andy Headworth



Amy Hamdorff



Shally Steckerl



Shannon Pritchett



Eddy Ng



Shahid Wazed



Kelly Sudsbury



Gerry Crispin



Kasey Sixt



Tricia Tamkin



Jason Thibeault



Brad Cook

AGENDA - APRIL 20, 2016

7:30 A.M.	Registration Opens + Morning Coffee/Tea
8:00 A.M.	Conference Welcome
8:15 A.M.	Opening Keynote: STOP Doing Exit Interviews and START Doing Stay Interviews
9:00 A.M.	Why Are Most Recruiting Metrics Wrong?
9:45 A.M.	Mid-Morning Coffee/Tea Break
10:00 A.M.	Integrating Social Media Into Your Recruitment Strategy
10:30 A.M.	How to Use Inbound Recruiting to Attract, Hire, and Retain Top Talent
11:15 A.M.	Campus Recruiting Best Practices by GTAs Top Employers
12:00 P.M.	Lunch + Keynote - The Power of a Stellar Employment Brand
1:00 P.M.	How to Source Hard-to-Find Talent like an Agency without Paying Fees
<i>Concurrent Workshop</i>	How to Implement a Facebook Recruiting Strategy from the Ground Up
<i>Concurrent Workshop</i>	How to Build a Strong Employment Brand Through Instagram
2:45 P.M.	Mid-Afternoon Coffee/Tea Break
3:15 P.M.	Breakout Sessions By Sponsors (2)
	Breakout Sessions By Sponsors (2)
	Breakout Sessions By Sponsors (2)
3:30 P.M.	How to Source Passive Talent Without LinkedIn Recruiter Licenses
<i>Concurrent Workshop</i>	How To Implement A Social Recruiting Strategy
<i>Concurrent Workshop</i>	How to Recruit Top Talent Using Twitter
5:30 P.M.	Networking

AGENDA - APRIL 21, 2016

7:30 A.M.	Morning Coffee/Tea + Networking With Speakers
8:00 A.M.	The Art of Recruiting Passive Candidates - It's Not What You Think
8:30 A.M.	What is the Cost of a Bad Candidate Experience?
9:15 A.M.	The Power of Mobile Recruiting
10:00 A.M.	Mid-Morning Coffee/Tea Break + Networking
10:30 A.M.	Secrets of Creating Top Talent Funnels
11:15 A.M.	From Managing Diversity to Valuing Individual Differences
12:00 P.M.	Lunch + Spend Time With Sponsors/Exhibitors + Testimonial Videos
1:00 P.M.	How to Recruit Top Executives Using Advanced Sourcing Techniques
<i>Concurrent Workshop</i>	Bewitched, Bothered & Bewildered By Phone Sourcing? Don't Be!
<i>Concurrent Workshop</i>	How to Source Top Talent Using Pinterest
2:30 P.M.	How to Build a Successful Sourcing Function From the Ground Up
<i>Concurrent Workshop</i>	Top 5 Ways to Reduce Early Turnover
<i>Concurrent Workshop</i>	How to WOW Your Candidates With Visual Job Descriptions
3:30 P.M.	Mid-Afternoon Coffee/Tea Break + Networking + Testimonial Videos
4:00 P.M.	Important Announcement + WIN Cool Prizes
4:20 P.M.	Closing Keynote: Secrets to Recruiting and Retaining the Millennial Generation
5:00 P.M.	Closing Remarks - Ways to Keep in Touch!



2016 REGISTRATION GUIDE

REGISTER BY NOVEMBER 30
SAVE \$300 PER PERSON!

YES! I Want to Register for Top Talent Summit to Skyrocket My Career!

VISIT WWW.TOPTALENTSUMMIT.COM To Register Your Team Today.

PLEASE NOTE: There will be 3 concurrent workshops in the afternoon on both days so if you want to take advantage of all 12 practical workshops, register more than one person, thank you!