**Call for Speakers & Papers**

**Please read the following text and then complete the form below to submit a proposed Speaker. If you submit more than one person please copy the form.**

HR Tech Europe’s programme development team has as it’s primary objective, the creation and delivery of a relevant, topical, high impact and high information agenda delivered by the most compelling Speakers in the industry.

We will evaluate the following criteria when considering submissions:

* The relevance of the topic
* The originality of the proposed content
* Nature of the presentation format
* How newsworthy is the proposed content
* Quality and level of Speaker
* References and recommendations

All proposals are treated in strict confidence. If it will help your proposal we will sign a non-disclosure agreement with submitting companies to enable the inclusion of material considered commercially sensitive.

Please note submissions must be in English and should be made by **October 25th 2014**.

**Speaker Quality & Submissions**

Nominated or recommended Speakers need to be of an appropriate seniority within their organization - ideally C-level executives and upwards. The quality and seniority of speakers is critical to ensuring we offer the best possible conference agenda for each person in our attendee demographic.

We welcome the nomination of Speakers drawn from a vendor’s user / client base. However, for the purposes of the integrity and objectivity of the agenda, we are unable to accept submissions from representatives of vendor organizations except in very special cases. NB.

For both the Main Stage and Break-out Streams, Speakers need to be confident and accustomed to speaking - we would expect an audience of upwards of 1200 people for the Main Stage. Break-out sessions will be for smaller groups of up to 150 people.

**Content**: Speakers need to know their subject and be prepared to answer questions on all aspects of the content they deliver. Teasing the audience by raising expectations in the pre-event outline and then not delivering on the promise is guaranteed to disappoint the audience. We will review all presentations to ensure they deliver what has been advertised.

**Substitutions:** HR Tech Europe reserves the right to accept or decline any substitution made by a Speaker’s employer and / or other third party. If the nominated Speaker cannot fulfill the commitment, HR Tech Europe will review the substitute offered and may, in its sole discretion, cancel the presentation or choose an alternative speaker.

**HR Tech Europe has sole discretion over the final selection of all Speakers.**

**Proposal for Speaker Form - to be completed for each speaker.**

Speaker Name: Barbara Becker

Job-Title: Chief Human Resources Officer (CHRO)

Company: Barry Callebaut AG

Speaker Biography: see linkedin profile

Speaker LinkedIn page: http://ch.linkedin.com/pub/barbara-koch-becker/68/545/439

Session Title(s): Making Recruiting Digital

Session Overview Abstract / Summary (100-200 words): Barry Callebaut decided to drastically change their Recruiting strategy, make Recruiting digital and create a compelling employer value proposition and brand which resulted in a dynamic and interactive career web page. On the one hand, the burning platform was the business need to improve the overall Recruiting quality, on the other hand, the digital solution should significantly decrease the existing Recruiting costs. More specifically, it’s Barry Callebauts goal to reduce dependency on Recruiting agencies, improve service levels and upskill the HR function by installing strong Recruiting CoEs. This will result in a reduced time to hire, an increased retention rate of newly hired talent and an external Talent Pool, fully maintained by Barry Callebaut. Nowadays, Barry Callebaut can rely on globally harmonized Recruiting processes, trained Recruiting CoEs (globally and regionally), an HR Cloud Solution to support the Recruiting process end-to-end, a renewed career page and an integrated job board solution leveraging social media.

Presentation format: classroom (break-out session) supported with ppt and video

Why this presentation is unique / diffferent? Barry Callebaut, the worlds largest chocolate and cocoa manufacturer, went through a full HR transformation impacting workforces across 5 continents. Specifically to Recruiting, they evolved from a heavily agency dependent environment to an in-house capable team, within a 9 month period.

What are the key learnings? Key success ingredients are a clear Global Vision, intense collaboration with global and local leadership, explicit C-level sponsorship and Local HR involvement.

Testimonials / Recommendations: Barry Callebaut managed to have an external talent pipeline of +1.600 qualified candidates in less than 2 months.

List any recent presentations the speaker has given: Barry Callebaut Gobal Manager Conference (+200 participants)

Links to Youtube / Slideshare or other online resources: See attachment, HR4G Introduction

(You may also attach any presentations or videos that you feel will help.)

**Your / Speaker Contact Details**

Your name: Barbara Becker

Your title: Chief Human Resources Officer

Your Company: Barry Callebaut AG

Phone: +41 432 040 413

e-mail: Barbara\_Becker@barry-callebaut.com

Website: http://careers.barry-callebaut.com/

Twitter: N/A

Linked In: http://ch.linkedin.com/pub/barbara-koch-becker/68/545/439

*Note: Kindly attach a high resolution colour JPEG-300dpi; 1500 wide pixel resolution profile picture and Vector format company logo, these will be used to promote the session, the speaker and the company prior to and on the day of the conference.*