

iRecruit

World Conference & Expo **2014**

Amsterdam RAI
June 5-6 2014, Thursday - Friday
www.irecruitexpo.com
#iRecruitExpo



Who says you can't be **BIG** & nimble?

iRecruit 2.014 The World's foremost Talent Management and Recruitment Conference & Expo is focused on connecting our network to the best information, recommendations, technologies, tools and resources in the world, ultimately needed by your leadership teams to execute their business strategies.

This year the show will help you understand how your profession, your workplace, your candidates, and the job markets continue to be disruptive and how the doers in the talent industry are adapting to an increasingly hypersensitive and shrinking skills marketplace.

Companies continuously need to modernize and rethink the way they attract, lead, develop, predict, and engage people! Expect discussions to catch fire!

**TEAM
DISCOUNT**



Save €1190!
Book by April 21

THOUGHT LEADERS



EVENT CHAIRMAN
John Vlastelica
Founder & CEO
Recruiting Toolbox



Mary Hamershock
Global Head of
Technical Staffing
Google



Matthew Jeffery
Global Head of Talent
Strategy & Innovation
SAP AG



Chris Hoyt
Talent Engagement &
Marketing Leader
PepsiCo



Frédérique Scavennec
Global Vice President
Talent Acquisition
L'Oréal



Kerstin Wagner
Group Head
Talent Acquisition
Deutsche Bahn

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WELCOME!

2013 marked the inaugural **iRecruit** – as first events go, many observed with a wait and see attitude. We have learned that there are as many naysayers as there are those who want to see you genuinely create something good, smart and successful – both spur us on either ways as we work to exceed expectations.

2014 will be the 2nd Year for **iRecruit**. Once again we are excited to welcome so many new and old friends to what we are establishing as the World's leading Independent Conference & Expo for Talent and Recruitment Leaders! This year the show will help you understand how your profession, your workplace, your candidates, and the job markets continue to be disruptive and how the doers in the talent industry are adapting to an increasingly hypersensitive and shrinking skills marketplace. The Future of Work that we often talk about is fast changing with explosive growth in freelance & flexitime, communities, talent clouds, multi project environments, mobile, gamification, big data, assessment, enterprise mobility, recognition environments, social, etc.

In early June over 1000 Global Heads of Talent Management & Recruitment will gather in Amsterdam for the World's leading Industry event. This year's conference offers a Main Stage of some of the best speakers in the world, complimented by 4 floors/levels of think tanks, meetings and interactive sessions. 2014 will build on previous conversations and 6 months of extensive member research. Talent management and recruitment remain the biggest challenges for organizations of all shapes and sizes, and from a functional perspective it's the corner of HR that has the highest impact of any HR Function.

iRecruit offers focus – Global Heads of Talent Management, Talent Acquisition and Recruitment descend on Amsterdam for 2-3 days. From feedback last year we know **iRecruit** offers a happening experience with a very different crowd to the typical HR conference – things are faster, louder, more energized – engaged - involved, more motivated and much more fun! The industry is full of disruption and innovation; that explosive growth that your hear about from the Bersin By Deloitte Research team is very real. The audience is very diverse and opinions are often strongly held; expect discussions to catch fire depending on the given number of trouble makers in the room!

Members of the **Pan European HR Network** are more optimistic today than we have seen at any time since Autumn 2008. That optimism is already translating into a new chapter for talent and recruitment, especially with the explosion of tech and web tools - join us at **iRecruit** and share in the optimism, innovation and dynamic energy that is inspiring the talent and recruitment community!

Sincerely,

Marc Coleman
Managing Director

2 DAYS



+2600
TWEETS



1 345 989

Number of people
reached over 2 days
of **iRecruit**

DELEGATES
POTENTIAL INFLUENCE



+1000 = 10 MILLION
DELEGATES



+ The number of
employees potentially
influenced by those
attending

THE NETWORK

The **Pan European HR Network** is Europe's #1 Corporate Network and represents a who's who of European business. Over 42 countries were represented at our most recent gathering in Amsterdam (October 2013) influencing over 15 million employees.

HRN Europe promises you entertainment, hospitality and a warm welcome and we always close the day with a cocktail party for all attendees. More than anything we want you to enjoy the best conferencing & networking experience in the industry. We will give you the access you need to the best speakers, content, solution suppliers, industry peers and research allowing you and your team to go back to the office and take intelligent action!

HRN Europe
PAN EUROPEAN HR NETWORK

WHY ATTEND?

Join us in Amsterdam on June 5 & 6 where you will have bundles of fun with the innovators and disruptors of the industry, learn employer intentions for 2014/2015 and better understand talent management by:

1. **Economic Sector** - with most industry verticals represented on the main stage and in breakout sessions, once again we look at the strategies being selected and how they vary by sector.
2. **Organisation Size** - **iRecruit** by design is for the elephants in industry, however, the real fun and games are to be enjoyed with the smaller more agile organizations and start-ups that are inspiring economic recovery and new ways of working.
3. **By Region** - this year **iRecruit** will build on the transatlantic winds of 2013, to involve more markets from Middle East, Asia, Africa, CIS, in 2014.
4. **The Forces shaping talent of all generations** - by looking at the state of Talent Management we will look at what's hitting the mark, what's not and measuring the success of talent programs, communities and clouds!
5. **Technological innovation** - tech is motivating employers to move beyond the basics and capitalize on the connections and job opportunities made through social media, mobile sites and job web sites (Glassdoor, LinkedIn, Facebook, Monster, CareerBuilder, etc.). Newer intimate platforms (iPads, smart phones, tablets, Google glass, etc) connect employers to talent without intermediaries. Jobs find talent at the press of a button!

Our challenge remains to take the pain out of talent management and sourcing for both sides. We must embrace our responsibility to align and connect talent with emerging opportunities!

ENTERPRISE BY REGION



Thank you a lot for the event! I had a great time and found out lots of useful things!

Head of Talent Acquisition



*I had a great time at **iRecruit** and proud to have been a part of the first one.*

Director of Recruiting, Strategic Programs





SPEAKERS



EVENT CHAIRMAN

John Vlastelica
Founder & CEO
Recruiting Toolbox



Mary Hamershock
Global Head of Technical Staffing
Google



Matthew Jeffery
Global Head of Talent
Strategy & Innovation
SAP AG



Dr. Nico Rose
Senior Director
Corporate Management
Development
Bertelsmann



Chris Hoyt
Global Talent &
Marketing Leader
PepsiCo



Kerstin Wagner
Group Head
Talent Acquisition
Deutsche Bahn



Fernando Delgado
Global Head
Talent Acquisition,
Standards & Tools
Siemens



Frédérique Scavennec
Global Vice President
Talent Acquisition
L'Oréal



Gero Hesse
Director & Board Member
Medienfabrik



Brad Cook
VP Global Talent
Acquisition
Informatica



Pete Baker
Global Head of Learning &
Organisation Development
Maersk Line



Tarek Dawas
Global Talent
Acquisition Leader
Deloitte



Zvi Goldfarb
Head of the
Talent Acquisition
Digital Lab
L'Oréal



Prof. Dr. Armin Trost
Professor
Dean of MBA studies
HFU Business School Furt-
wangen



Sarah White
Founder & CEO
Accelir



Colin Minto
Global Head
of Resourcing
G4S plc



Dr. Thomas Fritz
Group Director Recruiting
McKinsey & Company



**Nelly Riggenbach
Hasler**
Vice President - EMEA
Universum



Carmen Hudson
Principal Consultant,
Sourcing and Social
Media Strategy
Recruiting Toolbox



Ed Gunzeln
Global Operations Manager
Shell

SPEAKERS



Martin Burns
Director Global
Talent Acquisition
Mobiquity Inc.



Grant Weinberg
Director
International Talent
Gilead Medical



Neil Morrison
Group HR Director
UK and International
Companies
Penguin Random House



John Sumser
Principal Analyst
HRxAnalysts



Jerome Ternynck
Founder & CEO
SmartRecruiters



Esteve Hartensveld
European Talent
Acquisition Lead
**Aramco Overseas
Company**



Danielle Trawick
Senior Manager
Global Recruiting
Deloitte



Kevin Blair
Head of Talent Acquisition
EMEA-R
Cisco



Alan Whitford
Recruitment Strategist
Managing Partner
RcEuro



James Mayes
Director
Exolite



Stephan Grabmeier
CEO
**Innovation Evangelists
GmbH**



Rich Pearson
SVP Categories and
Geographies
Elance-oDesk



Bill Boorman
Founder
#GlobalTru



Jindra Kessener
HRD & Leadership
Development Head
TNO



Claes Peyron
Global Head of Insight
Universum



Sian Feuillade
Director - Head of HR
Reed



Rob Van Elburg
Senior Head IT Recruitment
ING Bank



Gijs Notté
Managing Director
RAVE-cruitment



René Bolier
Partner & Sales
Director
OnRecruit



Gordon Lokenberg
International Recruitment
Consultant
**Swets Information
Services**

SPEAKERS



Werner Buskermolen
Senior Director Talent
Acquisition Americas & EMEA
Informatica



Shirley Jackson
Global Recruiting Leader
E&Y



**Irmgard Naudin
ten Cate**
Strategy and Operations
Leader EMEIA Recruitment
E&Y



**Björn Thomas
Atterstam**
Managing Partner & Entrepreneur
Boomtags



Jacob Brennan
Director
Lightburn



Kes Thygesen
Co-Founder & VP Product
RolePoint



Jacco Valkenburg
Managing consultant
Recruit2



Aki Kakko
Co-founder
Head of Product
Joberate



Patrick Boonstra
Consultant Online
Recruitment Marketing
VonQ



Leigh Carpenter
Managing Consultant
Talent Collective



Scot Sessions
Director of Marketing
HireVue



Lucien de Freitas
Corporate Recruiter
Achmea



@SteveF34

Awesome 2 days at #irecruitexpo.
Met some fantastic people and had
some great conversations! Nicely
done to the HRN team!



Save €180!
Book by April 21

SPEAKERS



Neal Bruce
Head of Product Strategy
Lumesse



Dr. Ivo Wenzler
Senior Principal
Accenture & Associate
Professor
Delft University of
Technology



Gary Kildar
VP Human Resources
IBM Europe



Roger Clements
Executive Director
Hyphen Workforce
Solutions



Laurie Padua
Partner
Talent Collective



Adam Templeman
Head of Resourcing
RWE npower



Michel Geurts
Head of Account
Management
Western Europe
Lumesse



Saurabh Jain
CEO & Founder
Spire Technologies
& Solutions Pvt.Ltd



Sebi Chacko
Chief Human
Resource Officer
Strides Arcolab



Thorsten Schaar
Managing Head of Sales
Haufe-umantis AG



Matt Burney
Group Online
Resourcing Manager
G4S



Frederik Ballon
Director EMEA
Operations
Peoplefluent



Shelly Cushway
UK Recruitment Leader
AVIVA plc.

MAIN STAGE DAY 1



- 07:30 → Registration, Morning Coffee, Refreshments and Networking ☕
- 08:30 → **Opening Intro - Welcome Note**
John Vlastelica Managing Director **Recruiting Toolbox**
- 08:45 → **"Try Harder" is Not a Strategy**
How to Lead Recruitment in a Changing World
John Vlastelica Managing Director **Recruiting Toolbox**
- 09:45 → **SAP: Tears & Cheers. The Recruitment Journey!**
Matthew Jeffery Global Head of Talent Strategy & Innovation **SAP AG**
- 10:30 → Refreshments and Expo ☕
- 11:15 → **Beauty & Geeks & Zen Culture: Scaling Talent Eco-Systems**
Frédérique Scavennec Global Vice President Talent Acquisition L'Oréal
Zvi Goldfarb Head of Talent Acquisition Digital Lab L'Oréal
- 12:00 →
Gary Kildare Chief HR Officer **IBM Europe**
- 12:45 → Lunch
- 14:15 → **Building Engineering Excellence**
Ed Gunzelin Global Operations Manager **Shell**
- 14:45 → **A Job like no Other"**
The Holistic Approach to Talent Management
Kerstin Wagner Group Head of Talent Acquisition **Deutsche Bahn**
- 15:15 → Refreshments and Expo ✨
- 16:00 → **Objective: Hire the Best Talent in the World!**
The Business Case: Wherever They May Be, The Challenge is to find the Best!
Mary Hamershock Global Head of Technical Staffing **Google**
- 17:00 → Cocktail Party ☕



CHECK FULL AGENDA ONLINE!

www.irecruitexpo.com/agenda.html

FOCUSED BREAKOUT SESSIONS

DAY 1



The ground floor hosts exhibition and main stage keynote sessions, **iRecruit 2.014** will offer more interactive sessions in Elicium Tower which has been booked for the 2 days. Floor 2 & 4 will boast 4 focused think tanks (50-100ppl in each), Product Demo rooms and a sourcing lab. Whilst the third floor has been reserved for our Unconference Movement! Offering our members unparralled networking and learning opportunities.



Talent Relationship Management



2nd Floor Room: D201

Innovative approaches from alumni programs, through to internal mobility, on and off boarding, and talent networks and communities. Debate and share ideas with those who've been there and done it.

- A Björn Thomas Atterstam** Managing Partner & Entrepreneur **Boomtags**
- B Dr. Nico Rose** Senior Director Corporate Management Development **Bertelsmann**
- C Thomas Fritz** Group Director Recruiting **McKinsey & Company**
- D Neil Morrison** Group HR Director **Penguin Random House**
- E Tarek Dawas** Global Talent Acquisition Leader **Deloitte**
- F Danielle Trawick** Senior Manager Global Recruiting **Deloitte**
- G Gero Hesse** Director & BoardMember **Medienfabrik**

11:15 ▶ The "Holy Grail" of Executive Development **A**

11:45 ▶ Give & Take: Why Cooperation beats Combat in the War for Talent **B C**

12:15 ▶ Weeds may not be bad plants **D**

14:15 ▶ Think Global, Live Local – the evolution of the traditional global internship **E F**

14:45 ▶ TRM 2.0: Filling the gap between the corporate and the real world
How TRM for Gen Y High Pots really works: the careerloft case
G



Talent Technology



2nd Floor Room: D202

Stay relevant and take the pain out of recruiting and talent management. Find out practical approaches, challenges and lessons learned by others and discuss the leading technology solutions to talent acquisition and retention.

- A Lucien de Freitas** Corporate Recruiter **Achmea**
- B Matt Burney** Group Online Resourcing Manager **G4S**
- C Adam Templeman** Head of Resourcing **RWE npower**
- D Michel Geurts** Head of Account Management Western Europe **Lumesse**
- E Stephan Grabmeier** CEO **Innovation Evangelists GmbH**
- F James Mayes** Director **Exolute**
- G Grant Weinberg** Director International Talent **Gilead Medical**
- H Sian Feuillade** HR Director **Reed**

11:15 ▶ Reaching and Nurturing the Best and Brightest Stars in a Recovery Market

How to get to the stars earlier than your competition and nurture top talent in the face of surging job vacancies

A B C D

12:00 ▶ Digital Revolution in Recruiting

The "Why", the "How" and the "So What"? of Asynchronous Video interviewing **E**

14:15 ▶ If you think change is hard, wait till you try irrelevance.
The world is changing faster than ever. Take a peek into the future. **F G H**



SESSIONS BY TOPIC!

www.irecruitexpo.com/agenda.html

FOCUSED BREAKOUT SESSIONS

DAY 1



Disruptive Innovations



2nd Floor Room: D203

Hear about the latest disruptions and innovations and how it is going to change the world of Recruitment and Talent Management in the future. Make sure to keep up with the latest trends to stay in the game.

- A Sarah White** Founder & CEO **Accelir**
- B Rob Van Elburg** Senior Head IT Recruitemetn **ING Bank**
- C John Sumser** Principle Analyst **HRxAnalysts**



Employer Branding



2nd Floor Room: D204

Building and branding your organization from the inside out. Come and hear how others are getting it right, delivering on the promise, and winning the candidate experience challenge.

- A Nelly Rigenback Hassler** Vice President - EMEA **Universum**
- B Claes Peyron** Global Head of Insight **Universum**
- C Kerstin Wagner** Group Head of Talent Acquisition **Deutsche Bahn**
- D Esteve Hartensveld** European Talent Acquisition Lead **Aramco Overseas Company**



Product Demo Rooms



3rd Floor Room: D301

Product Demonstrations are an excellent and unique opportunity to get practical information on the latest applications, and technology developments, and to put your questions and challenges direct to those developing the products. Expect to hear some of the latest developments from leading and innovative suppliers.

- A Frederik Ballon** Director EMEA Operations **Peoplefluent**
- B Scot Sessions** Director of Marketing **HireVue**
- C Saurabh Jain** Founder & CEO **Spire Technologies & Solutions Pvt. Ltd.**
- D Sebi Chacko** Chief HR Officer **Strides Arcolab**
- E Neal Bruce** Head of Product Strategy **Lumesse**
- F Thorsten Schaar** Managing Head of Sales **Haufe-umantis AG**

- 11:15 → Big Data, Mobile & Social, Oh My! **A**
Innovations in Recruiting Technology & its Impact on Business

- 12:15 → Who's able to hire the best IT professionals, ultimately wins any competition **B**
- 14:15 → The Future of Recruiting or Why Is That Old Recruiter Wearing Those Funny Glasses? **C**
Technology plus Demographics Equals Organized Chaos



- 11:15 → Thriving in an Uncertain World-become a Factualist Employer **A** **B**
- 11:45 → Afternoon Workshop **C**
How to link your talent attraction strategy to business needs?
- 12:45 → Finding Your Voice: **D**
The Biggest Company In The World That Nobody Knows



- 11:45 → People Fluent – The Engagement Enigma **A**
(and how to solve it...)
- 12:15 → Hirevue **B**
Making business personal again, with a digital touch
- 14:00 → Spire **C** **D**
HR Transformation: Transformation of Core HR Operations with Big Data Technologies
- 14:45 → Lumesse **E**
*Are you losing the race for talent before it has started?
Why mobile career sites are no longer optional.*
- 16:00 → Haufe **F**
Speed up your eRecruiting! powered by Haufe

Save €180!
Book by April 21

INDIVIDUAL DISCOUNT

MAIN STAGE

DAY 2



07:45 → Registration, Morning Coffee, Refreshments and Networking ☕

08:45 → **Opening Intro - Welcome Note**

John Vlastelica Managing Director **Recruiting Toolbox**

09:00 → **Re: Invent Recruiting**

Disrupter: The Future of Recruitment in the Eyes of an Industry's GameChanger!
Jerome Ternynck Founder & CEO **SmartRecruiters**

09:30 → **How the future unfolds : Preparing for a Job that doesn't exist yet**

Pete Baker Global Head of Learning & Organisation Development **Maersk Linen**

10:00 → **Global, virtual and under-resourced?**

Finding your sweet-spot at the centre of a decentralised global organisation
Tarek Dawas Associate Director Global Recruiting **Deloitte**

10:30 → Refreshments and Expo ☕

11:15 → **Time to Finally Say Goodbye to Job Adverts**

Insight: The Fascinating Future of Modern Talent Acquisition
Prof. Dr. Armin Trost Professor, Dean of MBA studies **HFU Business School Furtwangen**

11:45 → **Leading Talent Acquisition - Do you have what it takes?**

Let's start delivering business relevant results because our leaders frankly don't care about time to fill or cost per hire
Fernando Delgado Head of Global Talent Acquisition, Standards & Tools **Siemens**

12:15 → **The Global and Local Difference**

How realistic is it that one size fits all?

Bill Boorman Founder **#TRU**

Brad Cook VP Global Talent Acquisition **Informatica**

Kevin Blair Head of Talent Acquisition, EMEA-R **Cisco**

12:45 → Lunch ✂️

14:15 → **M.I.A Data:**

- Meaningful Data
- Interpretable Data
- Actionable Data

Colin Minto Global Head of Resourcing **G4S plc**

15:00 → **Around The World in 100 Days!**

Creating 34 Sites, 300 Pages & 19 Languages in under 100 days

Chris Hoyt Global Talent & Marketing Leader **PepsiCo**

16:00 → Refreshments and Expo ☕



@LiliyaA2

Great 2 days at #irecruitexpo Amsterdam. Good convos and great content. Thanks to the event organisers and @Lumesse! Back to UK now!



FOCUSED BREAKOUT SESSIONS

DAY 2



Talent Relationship Management



2nd Floor Room: D201

Innovative approaches from alumni programs, through to internal mobility, on and off boarding, and talent networks and communities. Debate and share ideas with those who've been there and done it.

- A** **Bill Boorman** Founder #TRU
- B** **John Sumser** Principle Analyst **HRxAnalysts**
- C** **Roger Clements** Executive Director **Hyphen Workforce Solutions**
- D** **Shelley Cushway** UK Recruitment Leader **Aviva plc.**
- E** **Jindra Kessener** HRD & Leadership Development Head **TNO**



Talent Technology



2nd Floor Room: D202

Stay relevant and take the pain out of recruiting and talent management. Find out what others are doing and discuss the leading technology solutions to talent acquisition and retention.

- A** **Alan Whitford** Recruitment Strategist Managing Partner **RcEuro**
- B** **Rich Pearson** SVP Categories and Geographies **Elance-oDesk**
- C** **Chris Hoyt** Global Talent & Marketing Leader **PepsiCo**
- D** **Laurie Padua** Partner **Talent Collective**



Mobile & Social Recruitment



2nd Floor Room: D203

Mobile and social are the new frontline of the digital revolution. Learn how others are staying ahead in candidate sourcing, and maximizing opportunity in an "always on" world.

- A** **Brad Cook** VP Global Talent Acquisition **Informatica**
- B** **Werner Buskermolen** Senior Director Talent Acquisition Americas & EMEA **Informatica**
- C** **Martin Burns** Director Global Talent Acquisition **Mobiquity Inc.**
- D** **Gordon Lokenberg** International Recruitment Consultant **Swets Information Services**
- E** **Shirley Jackson** Global and EMEA Recruitment Leader **E&Y**
- F** **Irmgard Naudin ten Cate** Strategy and Operations Leader EMEA Recruitment **E&Y**



FOCUSED BREAKOUT SESSIONS

DAY 2



iRecruit University



2nd Floor Room: D204

- A Prof. Dr. Armin Trost** Professor, Dean of MBA studies
HFU Business School Furtwangen
- B Dr. Ivo Wenzler** Senior Principal Accenture & Associate Professor Delft University of Technology

09:30 → Master Lab Session **A**
What is your biggest Strengths Mr Employer?
10:30 The new deal in Talent Acquisition and how Employer Branding can make a difference.

11:15 → Master Class **B**
Serious Gaming and Simulations
12:45 Why should we bother... Using simulations and serious games for enabling transformational change!

TEAM DISCOUNT

Save €1190!
Book by April 21

!

@Verinchuk
It was a great pleasure to meet so many great people at #irecruitexpo Thanks!



@Verinchuk

It was a great pleasure to meet so many great people at #irecruitexpo Thanks!

TALENT SOURCING LAB

3rd Floor
Rooms: D301

DAY 2
Part 1 : 09:00 - 10:30
Part 2 : 11:15 - 12:45
Part 3 : 14:15 - 15:45

What do you do when your candidate pipeline dries up? The Recruiting Toolbox approach to talent sourcing prepares you to proactively find and engage passive talent. This workshop will help you develop the skills needed to confidently present on-target candidates within reasonable time frames. The workshop will cover, how to find hidden talent on the internet (including writing effective Boolean search strings), how to find contact info, and how to persuasively communicate with passive candidates. The session will be interactive and filled with real-world examples and scenarios, and participants will leave with many resources, tools and templates to help them when they return to their desks.

WORKSHOP AGENDA:

Busy Recruiter? Advance Search Engine Tools

Refresh your knowledge of Boolean and advanced search engine operators. Learn how to quickly construct searches that lead to resumes and profiles. Learn how to deconstruct URL to find more candidates. You will learn how to search the internet, LinkedIn, your ATS and other databases using Boolean language and advanced search engine commands.

Beyond the Obvious? Where to Find Passive Talent?

Uncover millions of profiles and resumes of prospects on social media, blogs and professional sites. How to find email addresses and phone numbers for passive leads. You will learn about alternative websites to find hidden talent pools, and how to search these sites for candidate resume or profile information.

Talent Value Proposition? Engage & Attract Top Candidates?

Learn how to create a compelling value proposition to attract in-demand talent, as well as how to write emails and In mails that get responses. And you will learn how to reach out to leads found on social media, and how to use the information you discover to make warm -- not cold -- networking calls.

Lab Leader
Carmen Hudson



Recruiting Toolbox
Principal Consultant, Sourcing and Social
Media Strategy

Her corporate experience includes Yahoo!, where she was Senior Manager, Talent Acquisition. At Yahoo!, she led the Strategic Sourcing team, revitalizing the employee referral program and Yahoo's employer brand. Prior to joining Yahoo!, she was manager, Global Strategic Sourcing for Starbucks Coffee Corporation, where she developed sourcing strategies and recommended resources and tactics to support retail management hiring. She has also held senior talent acquisition roles at Microsoft, Amazon.com and Capital One.

WHO SHOULD ATTEND?

Talent Leaders who want to expand their knowledge of passive candidate sourcing. While this workshop will cover foundational sourcing knowledge, it will also present advanced concepts and approaches to sourcing passive talent.



**CHECK FULL AGENDA
ONLINE!**

www.irecruitexpo.com/agenda.html



THE UNCONFERENCE SESSION

Ever felt that you wanted to talk openly with the speakers at a conference or ask a few more questions, but never got the chance? Ever wanted to share your own experiences but never got the chance? This year we are creating that opportunity by adding unconference sessions to the traditional conference format.

The unconference is brought to you by Bill Boorman, founder of #Tru events (The Recruiting Unconference), who has hosted over 40 events in 30 countries and 5 continents over the last two years. You can expect this to be highly interactive, and will recognise many of the track leaders from the speaker list.

WHAT IS AN UNCONFERENCE?

An unconference is a gathering of minds, experiences and opinions where the attendees (or T participants) lead the conversation. Apart from that, anything goes. We don't have presentations because the best knowledge is in the room. By bringing together participants from all kinds of backgrounds with a shared interest. Job Boards, Recruiters (Corporate and Agency), Technologists, Mobile Specialists, Branding Companies and more, all with a shared interest in talent attraction from a different perspective. No talking heads to listen to and nod or nod off.



DAY 1 Unconference Sessions

3rd Floor Room: D403

- 11:00 ▶ What's Right, What's Wrong and What's Needed **A**
John Sumser will lead a conversation on the question of making recruiting analytics relevant for recruiting customers

- 12:00 ▶ "Extreme sourcing" **B**

- 14:30 ▶ Recruiting in a post-ATS world **C**

3rd Floor Room: D404

- 11:00 ▶ NL Recruitment, doing business in The Netherlands! **D**
- 12:00 ▶ Meaningful, interpretable and actionable data **E**
- 14:30 ▶ Reverse and Cross Mentoring: **F**
How to engage and profit from your Millennial Talent

3rd Floor Room: D407

- 11:00 ▶ Why recruitment needs to change Fast and how it should be done! **G**
- 12:00 ▶ "Creating an Internal Corporate Recruiting Agency"? **H**
- 14:30 ▶ Talent mapping. **I**
Why talent map? What data is important, and what part does recruiting technology play from the ATS to the CRM.



4th Floor
Rooms: D403; D404; D407; D408



DAY 1
1st Session: 11:00 - 12:00
2nd Session: 12:00 - 13:00
3rd Session: 14:30 - 15:30

DAY 2
1st Session: 09:45 - 10:45
2nd Session: 11:15 - 12:15
3rd Session: 12:15 - 13:15

4 SIMPLE RULES

1. No Presentations

because we want eyes to meet in the middle and everyone to have the floor. Each track, (session), has track leaders with a background in the topic, but their job is to start the conversation, be available for reference and sum things up. The stars always come from the participants.

2. No PowerPoint

because we believe that if you don't know who someone is you should introduce yourself and start talking. No need to stare at their chest to work out if they are worth it.

3. No Name Badges

because we don't have exhibitions or stands. Any give aways have to be creative and relevant and any product pitching gets shut down by the other participants. People will buy from you if they respect what you say, not what you pitch.

4. No Pitching

Lasts an hour, with 4 tracks running at the same time. You can move between tracks as you wish, it's not considered rude and there is no need to stand on ceremony. Get what you want and move on!

A John Sumser Principal Analyst **HRxAnalysts**

B Gordon Lokenberg International Recruitment Consultant **Swets Information Services**

C Jerome Ternynck Founder & CEO **SmartRecruiters**

D Gijs Notté Managing Director **RAVE-cruitment**

E Colin Minto Global Head of Resourcing **G4S plc**

F Dr. Nico Rose Senior Director Corporate Management Development **Bertelsmann**

G René Bolier Partner & Sales Director **OnRecruit**

H Martin Burns Director Global Talent Acquisition **Mobiquity Inc.**

I Brad Cook VP Global Talent Acquisition **Informatica**



DAY 2 Unconference Sessions

3rd Floor Room: D403

- 09:45 ▶ Implementing referral networks and rewards **A**
What works and what doesn't. How to step up engagement and participation in the company, and achieve hiring nirvana.

A **Kes Thygesen** Co-Founder & VP Product **RolePoint**
B **Sarah White** Founder & CEO **Accelir**
C **Jacob Brennan** Director **Lightburn**
D **Jacco Valkenburg** Managing consultant **Recruit2**

- 11:15 ▶ Building Corporate Career Sites with Candidates **B C**
& Recruiters in Mind

- 12:15 ▶ The Social Mix **D**
What is social recruiting really? Who does it well, and who is just playing? Is it all LinkedIn or is there more?

3rd Floor Room: D404

- 09:45 ▶ The Tech Recruiting Team. **E**
What does talent acquisition look like in a technology company? Is it sourcing, administration, social media or more?

E **Kevin Blair** Head of Talent Acquisition EMEA-R **Cisco**
F **Aki Kakko** Co-founder Head of Product **Joberate**
G **James Mayes** Director **Exolute**

- 11:15 ▶ Hiring Globally **F**
*Does "one size fits all" really work?
What are the real differences between hiring from China to Germany?*

- 12:15 ▶ Start Ups Hiring **G**
How do you get the best talent to take the risk? How to hire to a changing culture.

3rd Floor Room: D407

- 09:45 ▶ Talent Acquisition Today **H**
*Recruiting and the role of the recruiter is changing quickly.
Things just aren't the same.*

I **Bill Boorman** Founder **#GlobalTru**
J **Patrick Boonstra Leigh Carpenter** Managing Consultant **Talent Collective**

- 11:15 ▶ "Slaying the Dragon" **I**
*This is a fully interactive track to slay the "Big Data" dragon.
Separating the myths from the reality.*

- 12:15 ▶ The UK Candidate Experience. **J**
*The **#CandeS** is a benchmark survey of candidates and hiring companies across the UK to identify what really happens when candidates hit apply.*



@johnnymc59

Just leaving the **#irecruitexpo** and feeling there are changed attitudes towards adapting new recruiting technologies. Great event!



JOB TITLES & COUNTRIES 2013

Being European means more complexity due to languages and cultures; job titles are extremely varied and less homogenous than other parts of the world. The people attending our network events are mostly decision makers, influencers, project leaders and integrators at Group/HQ Level. Our events are designed for decision makers and have less appeal to those not in such roles.

Job Titles of attendees include:

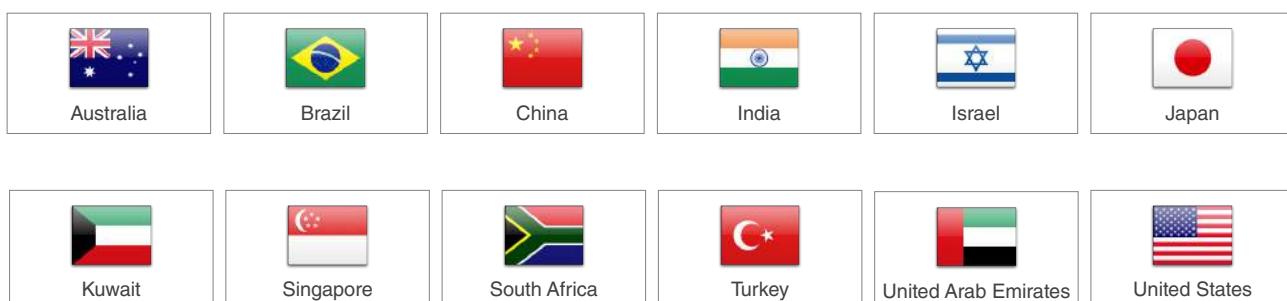
CEO'S, GM'S, CHRO'S, CIO'S, EVP'S, SVP'S, VP'S, HEADS OF, DIRECTORS, SENIOR MANAGERS, GROUP MANAGERS AND TEAM LEADERS OF:

Talent Management, Talent Acquisition, Recruitment & Selection, e-Recruitment, Personnel Management, Staffing, On-boarding, Resourcing, Internships, Graduate Recruitment, People Competencies, Talent Sourcing, Talent Engagement, Employer Branding, Recruitment Marketing, Organizational Development, Training & Development, HR Technology, HRIS, HR Programs, HR Solutions, HR Shared Services, Learning, Digital Channels, Social Collaboration, RPO's.

COUNTRIES ATTENDING FROM EUROPE



COUNTRIES ATTENDING FROM OUTSIDE EUROPE





VENUE

AMSTERDAM RAI ELICIUM

The RAI Elicium is the new contemporary face of Amsterdam RAI. Its striking design comes from the boards of the Dutch government's former chief architect Mels Crouwel. As well as enriching the RAI itself, this innovative building is also a major addition to the Amsterdam landscape. The new futuristic structure connects the various parts of Amsterdam RAI and was built with the very latest environmental technologies such as a climate façade and thermal storage 187 metres below the ground. International focus

With the construction of the Elicium, the RAI makes a clear statement of intent when it comes to attracting leading events in Amsterdam. The organisation has chosen for a qualitative expansion at its current location rather than a major new development of hall complexes. This allows Amsterdam RAI to increase its focus on facilitating the type of large, international, multi-day events that are of such importance to the Netherlands.

Amsterdam RAI
Europaplein
NL 1078 GZ
Amsterdam
The Netherlands
Tel.: +31 (0)20 5493210
t.v.moorsel@rai.nl
www.rai.nl

HOW TO GET THERE?

By train

The RAI has its 'own' station, Amsterdam RAI which is located a stone's throw from the RAI complex and is easy to reach from anywhere in the Netherlands. When you leave the station follow the signs for Amsterdam RAI. For further information consult the NS [Dutch railways] travel planner by visiting: www.ns.nl.

By tram, metro or bus

Tram 4 runs between the RAI (Europaplein stop), Amsterdam's city centre and Amsterdam Central Station. You can reach the RAI from the Amstel railway station by taking Metro 51 and Bus 65. Metro 51 also runs to Amsterdam Central Station. Metro 50 runs regularly between the Amsterdam Sloterdijk and Gein stations and stops at the Amsterdam RAI station.

By car

The RAI is immediately signposted on roads signs on the ring road drivers end up on after approaching Amsterdam from the A1 motorway (Amersfoort/Amsterdam), the A2 (Utrecht/Amsterdam) or the A4 (Den Haag [The Hague]/Amsterdam). Amsterdam RAI is situated right next to the ring road (Exit 9). The RAI's car parks are signposted immediately after leaving the ring road.

By plane

Amsterdam Airport Schiphol is located a mere 15 minutes from Amsterdam RAI whether you travel by car, train, taxi or bus. The [Schiphol.nl](http://www.schiphol.nl) website provides information including: up-to-the-minute flight information, connecting transport facilities to Amsterdam RAI and business facilities.

TESTIMONIALS



  Industry Logistics & Supply Chain  94 600 Employees

iRecruit was incredible! I already completed the feedback form and I will certainly try to attend next year as well. So, thanks again!

Head of Group HR Strategy
DB Schenker



Right where you need us™



 Clinical Research  14 000+ Employees

The iRecruit expo has been one if not the best networking and learning events for our industry in Europe by now. The quantity and quality of participants and speakers, including a bunch of global thought leaders, has really been exceptional, as was the organization.

Global HR Director
Parexel



  Information Technology  97 Employees

Congratulations to you and your colleagues for putting on an amazing conference and expo. From our exhibitor's and sponsor's standpoint, you made it easy to network. We received a lot of traffic and made good connections. We enjoyed learning from others and sharing our knowledge and experiences.

Director Benelux
Rexx Systems



  Industry Marketing  5-10 000 Employees

I did enjoy the event. Some very interesting panels and it was a great networking opportunity also.

Global Talent Acquisition Leader
Epsilon

Save €1190!
Book by April 21

TEAM DISCOUNT

TESTIMONIALS



⚙ Consulting firm

iRecruit brought together talent acquisition professionals from across the globe, with something for everyone - from sourcers to recruiters to talent management leaders. I learned a lot, met a lot of great colleagues who are now part of my network & enjoyed being part of a conference that offered up so many options - presentations, un-conference sessions, workshops, & vendor demos. And the Amsterdam venue was perfect for an event like this. Great conference!

Managing Director
Recruiting Toolbox



⚙ Industrial Engineering

15 900 Employees

Thank you for two really good days in Amsterdam. I really enjoyed the event. Really interesting speakers & topics. I will think of more topics for the next event but what struck me (since we are talking about whole talent management) is two things. I really enjoyed the session from SAB Miller and I think there is much more potential in this area. More & more companies are going towards globalization, consolidation and synchronization of the processes & working methods.

Head of Global Capability
FLSmidth

BraveNewTalent



⚙ Social Learning

iRecruit and HR Tech are of the best industry conferences in Europe. The delegates are Pan European to Global with the top global thought leaders also in attendance. Given HR and recruiting is going through such a major transformation the events are a great way to ensure you stay current and on top of the trends.

Founder & CEO
BraveNewTalent



⚙ Technology Internet

4 800 Employees

Over the years I've attended more Talent Acquisition Conferences than I can count. **iRecruit** Expo is the one that stood out above the others. Great content, fantastic speakers, global focus, and a modern approach to their conference format made **iRecruit** one that I plan to attend for years to come.

Strategic Recruitment Leader
LinkedIn

Save €180!
Book by April 21

INDIVIDUAL DISCOUNT



NUMBERS 2014

1

MAIN STAGE



EVENT NUMBERS BY YEAR



DELEGATES



2013

687

+1000

projected



4

BREAK OUT SESSIONS



1

SOURCING LAB



2

PRODUCT DEMO ROOMS



NETWORKING LOUNGE



PRESS ROOM



BLOGGER AREA

2014 FLOORPLAN



OUR CLIENTS



I had a great event. Some very interesting panels and it was a great networking opportunity.

Thoroughly enjoyed the **iRecruit** Conference and Expo!

Global Talent Acquisition Leader



VP Director Human Resources



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BOOKING FORM

1

Registration Information	Organisation Name		Company VAT No.		
	Address		City	Postcode	Country
	Title	Full Name or TBA	Title	Full Name or TBA	
	Position		Position		
	Phone	Fax	Phone	Fax	
	Email		Email		

* Please photocopy this form if more than three will attend

2

Registration Information	<input type="checkbox"/> Please confirm my registration for iRecruit Expo 2014				
	Organisation Name		Company VAT No.		
	Address		City	Postcode	Country
	Title	Full Name or TBA	Title	Full Name or TBA	
	Position		Position		
	Phone	Fax	Phone	Fax	
	Email		Email		

* Please photocopy this form if more than three will attend

3

Please state No. of delegates in boxes <input type="text"/> <input type="text"/> Day One Day Two	Options (per person) Full Conference Ticket (Access All areas x 2 Days) 1 Day Conference (Access All areas x 1 Day)	Standard Rate +VAT 1190 € 595 € 	Early Bird Incentives Book latest by 21st of March Individual Discount Save € 180 - 15% discount Team Discount Save €1190 - 33% discount (book 3 people, the 3rd person is FREE)			
Disclaimer: Promotions cannot be combined. Tickets are transferable - no additional fee for changing name. Fees include all conference materials including onsite catering (food & beverage.) Travel & Accommodation are not included.						
				Promo code	QR Code	<input type="text"/>

4

Authorisation Manager details: This registration is invalid without a signature.			
Name	Position	Signature	Date

5

Website	Mail	Email	Phone
www.irecruitexpo.com	HRN Europe, 1024 Budapest, Lövöház u 39., Hungary	registration@hrneurope.com	+36 1 201 1469

TERMS & CONDITIONS

Privacy policy: HRN Europe will distribute a basic delegate list at the event and a list of delegate contact details to conference sponsors. Should you not wish to have your name and company name included in the delegates list, and/or do not wish your details to be provided to the conference sponsors, please inform us directly.

Program: The program is confirmed at the date of publication. HRN Europe reserves the right to make changes to the program as circumstances dictate. Every effort will be made to ensure a program of equivalent standard.

Disclaimer: Please note that registration places are limited and will be allocated on a strictly 'first in' payment basis. In the event that no space is available, you will be notified immediately. If you do not receive a confirmation email, please call HRN Europe to confirm that your registration has been received.

Sharing registrations: A conference registration is for one individual to attend the full conference program. One registration may not be utilised by several individuals. Group registration discounts are available for this purpose.

Concurrent session selection: Concurrent session preferences are for planning purposes only. HRN Europe will make all reasonable attempts to accommodate preferences however your place is not guaranteed due to room capacity restrictions. Onsite, once a session reaches capacity you will be asked to attend an alternative session.

Cancellation Policy & Replacements: Credit Vouchers to the value of the amount invested are made available, valid for a period of 12 months. No refunds or partial refunds are provided for cancellation. Authorised registrations are deemed 100% payable on receipt. Standard payment terms of 10 working days apply on receipt of invoice. If you are unable to attend the event, you may elect to send an alternate representative in your place at any time and at no additional cost. Where no replacements are available and cancellation within 10 working days of the event no credit voucher applies, delegates will receive documentation via registered post. In cases of medical leave doctor's note will be accepted towards issuance of credit voucher. Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including but not limited to acts of God, government restrictions, wars, insurrections, strikes and/or any other cause beyond the reasonable control of the party whose performance is affected (including mechanical, electronic, or communications failure). No refund, partial refund or alternative offer will be made. **Fees disclaimer:** Fees do not include accommodation and flights. Delegates requiring additional visa/administration assistance may incur a service charge, and will be invoiced for any additional courier/freight charges. Standard EU VAT rules apply.

Fees disclaimer: Fees do not include accommodation and flights. Delegates requiring additional visa/administration assistance may incur a service charge, and will be invoiced for any additional courier/freight charges. Standard EU VAT rules apply. Due to reverse-charge-method, VAT will not be charged on the invoice. This applies to participants from EU-organisations (with valid EU-VAT number) and organisations from non-EU-countries.