

— 8th & 9th MARCH 2016, BARCELONA

6th Future of Recruitment *Uncomplicating Recruitment* seminar

— Part of the HRcoreLAB⁴
3 Streams - 1 Venue



T E N E O
meetings

FOREWORD from the Chairman

Recruitment as a process in its rawest form is a straightforward end to end series of interventions and activities. This hasn't really changed since the dawn of time; or has it?

1. Role presents itself!
2. Hirer establishes the need (hopefully with HR), articulates it and seeks approval to hire!
3. Someone assigned to fill the need!
4. Role is marketed!
5. Applicants are matched against the need, someone is selected over the others!
6. Applicant accepts and is on-boarded

Granted; this is a very simple view and some of the ways of performing these activities, and the solutions and channels involved, have evolved in line with technological advances and general commercial progress over time. But let's not overcomplicate the process known as recruitment; which is in essence quite straightforward or should be, shouldn't it?

The future of recruitment is 'Vanilla'! Off the shelf, vanilla, cloud based, end to end recruitment and HR technologies, where customisation is outlawed and configuration is available to add local and legislative nuance to standard leading practice processes and workflows!

This seminar will explore this and challenge speakers, delegates and vendors to discuss and debate why this can or cannot work in their businesses!

Sessions will include amongst others; defining recruitment, what really matters to the business, change management, not believing the hype, driving ROI bottom line value and stakeholder experience.

I quite like vanilla. It's simple in essence and easy on the eye and palate. Just like the future of Recruitment in my opinion! Join me and your peers for an exciting and challenging two days to establish if you like vanilla too!

Colin Minto

CHAIRS



Colin Minto,
Former Group Head of
Resourcing & HR Systems,
G4S,
UK

[Short Video](#)



Anna Cook,
Deputy Group Leader TA,
CERN
(European Organization for Nuclear Research),
Switzerland

SPEAKER PANEL



Linda Aiello,
Head of HR EMEA,
Uber,
Netherlands



Dennis de Munck,
Talent Acquisition &
Devt. Director,
Ferrari,
Italy



Gabriele Silva,
Intl. Recruitment Director,
The Body Shop (L'Oréal),
UK



Fabrice Charles,
Group Director HRO,
Xerox,
Spain



Catalina Schveninger,
Global Head of Resourcing
Vodafone,
UK



Mark Levy,
Global Head of
Employee Experience,
Airbnb,
USA



Fanny Heyndrickx,
Head of TA Europe,
BASF,
Germany



Jennifer Boulanger,
Global Head of Recruitment,
Booking.com,
Netherlands



Nathalie Koninckx,
Head of
L&D/ University Europe,
AB InBev
Belgium



Simon Phillips,
Managing Director,
Hodes,
UK



Matt Burney,
Strategist,
Employer Insights,
Indeed,
UK



Dave Millner,
Executive Consulting Partner,
IBM
UK



Andreea Dicu,
Employer Branding Lead,
Booking.com,
Netherlands

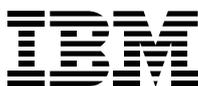


Steven Plehier,
Director, HR Transformation,
Deloitte,
Belgium



Gerard Mulder,
CCO,
Textkernel,
Netherlands

PARTNERS



Platinum



Premier Academic



Gold



Silver



Silver

Programme Day 1

TUESDAY 8th MARCH 2016



08:15 Registration & Welcome Coffee
09:15 Opening of the Conference by the Chairs:
 Colin Minto, Former Group Head of Resourcing & HR Systems, G4S and Anna Cook, Deputy Group Leader TA, CERN

14:10 **Science of Talent Attraction: Understanding What Makes People Click**
Learn why the old myths about recruiting no longer apply and how to put the new science of talent attraction to work for your business.

 Key learning objectives:

- An overview of how candidates are finding jobs today, based on a large-scale Indeed study of over 8,000 people
- The psychology and sociology of job search - and how candidates are making decisions about their careers today
- Learn how your organisation can take advantage of the changing nature of job search through five best practices

Matt Burney,
Strategist, Employer Insights, Indeed
14:40 Q&A Session with Matt

14:50 Coffee & Networking  offered by  **FINANCIAL TIMES | ie**
Corporate Learning Alliance

15:30 **How we are automating and improving the Onboarding process**
The onboarding is the first real experience for a new employee when he joins an organisation. Over the past years Xerox has been working at improving the onboarding process through simplification, standardisation and choosing the right technology.

 Onboarding existing or new employees: a strategic process

- The Onboarding Process challenges
- Key factors of success
- Business cases

Fabrice Charles,
Group Director HRO, Xerox
16:00 Q&A Session with Fabrice

16:10 **How to unlock the value of your candidate database**

- The use of long application forms on corporate websites in order to get structured and searchable candidate data leads to high drop-off rates in applications.
- The combination of a market-leading ATS solution and

 Textkernel's parsing and semantic search technology enables Deloitte to make effective use of the candidate pool.

- Deloitte showcases how they changed their application process to get more and structured candidate data directly in their Taleo system and how advanced semantic search technology allows them to better source candidate profiles.

Steven Plehier, Director, HR Transformation, Deloitte and Gerard Mulder, CCO, Textkernel
16:50 Q&A Session with Steven & Gerard

16:50 **How to optimize and build ongoing people pipeline aligned with business priorities and company culture**

- How analytics can help to build recruitment profiling
- Role of HR/recruiter vs business leaders in recruitment process
- Recruiting continuously to attract talent vs recruiting for a role: sharing example of Global Management trainee program
- How to evolve and keep aligned with business priorities

Nathalie Koninckx,
Head of L&D/ University Europe, AB InBev
17:20 Q&A Session with Nathalie

17:30 Wrap-up - End of Day1

18:00-19:30 Evening Drinks Reception

KEY RESOURCING TRENDS & TOOLS

09:30 **"Genuine" (True to your DNA)**

- Wall Street listing "RACE"
- Milestones
- Trends in the industry
- A 'Genuinely' Unique Business Model
- Graduate Program & Engineering Academy (F1)

 **Dennis de Munck,**
Talent Acquisition & Devt. Director, Ferrari
10:00 Q&A Session with Dennis

10:10 **Can you Grow & Recruit any Faster?**

- From 400 employees in '14 to 10k in '16 with a huge focus on Data Analytics
- How does Uber think about empowering everyone to become a recruiter?
- Uber's culture - how our culture is deeply tied to our recruiting efforts, and how we've scaled this culture to our global hypergrowth
- "Let entrepreneurship reign", an Uber euphemism for building a decentralized recruiting model
- Reinventing what it means to conduct an interview

 Linda will share her key learnings (and what she'd do differently next time) on building Uber and an organisation in which everyone owns the recruiting process

Linda Aiello,
Head of HR EMEA, Uber
10:40 Q&A Session with Linda

10:50 Coffee & Networking  offered by  **FINANCIAL TIMES | ie**
Corporate Learning Alliance

11:20 **Building the Future Commercial Acumen of HR**
The session will focus upon the increased demand and need for HR to demonstrate tangible business value and outcomes in what it delivers.

 The interactive R&D session will focus upon:

- What is commercial acumen and why is it so important for HR?
- How can HR connect with its' clients by adopting a more commercial mindset? It's In the Numbers!
- Case study of clients who are making the commercial connections by using a more analytical approach
- Key Learning's

Dave Millner,
Executive Consulting Partner, IBM

12:20 Lunch & Networking  offered by **WillisTowersWatson** 

13:30 **The Do's and Don'ts of building an International Talent Pool**

- Critical Success Factors of an international Talent Pool
- Insights into the European Talent Pool Programme of BASF
- Talent Pool: branding or recruiting tool?
- How to achieve buy-in and active participation from your business units or regions?

 **Fanny Heyndrickx,**
Head of TA Europe, BASF
14:00 Q&A Session with Fanny

Programme Day 2

WEDNESDAY 9th MARCH 2016

08:45 Opening of Day2 by the Chairs:



Anna Cook, Deputy Group Leader TA, CERN and
Colin Minto, Former Group Head of Resourcing, G4S

EMPLOYER BRANDING

09:00 Localise your talent brand and see the results



- Companies with a global footprint have to strike a balance between their consistent talent brand messaging and the need to be relevant to local audiences
- Vodafone have successfully adapted their talent brand strategy to the local needs of their 26 markets whilst driving a thematic brand across all geographies
- Walk away from this session with practical tips on how to achieve regional success with a global talent brand

Catalina Schveninger,
Global Head of Resourcing, Vodafone

09:30 Q&A Session with Catalina

09:40 Interactive Session on 'The Large Hiring Challenge' with real-time voting and word-cloud generation



- Does the largest particle physics research lab in the world face challenges in finding the people it needs to achieve its objectives to drive this science? Oh yes, indeed it does! And they're not small.
 - In this session, you will be the brains coming together investigate another kind of LHC – The Large Hiring Challenge.
 - Anna will guide you through the various challenges at play and together we will work on possible solutions in our connected, globalised, e-recruitment era and make our own contribution to fundamental research. Take part!
- Anna Cook, Deputy Group Leader TA, CERN

10:20 Coffee & Networking



offered by indeed®
How the world works.

11:00 How Airbnb's Mission to Belong Anywhere has created a passionate workforce and become a Magnet for Talent globally



- Mission Driven, starting with the Founders
- Employee Experience rather than HR
- Bringing everyone up the commitment curve- employees like founders

Mark Levy,
Global Head of Employee Experience, Airbnb

11:30 Q&A Session with Mark

11:40 Job poster or brand builder – which are you?



Just as there's a difference between 'product ad' for a burger and a 'brand ad' for a burger business in consumer land, there's a big difference between a 'job ad' and an 'employer brand ad' in recruitment. But do you know the difference? And which are you making? Find out what we mean by building an employer brand and how it can powerfully connect with talent both rationally and emotionally. Now's the time we all start thinking like marketers!

Simon Phillips,
Managing Director, Hodes

12:10 Q&A Session with Simon

12:20 Lunch & Networking



offered by Cubiks
PEOPLE MATTER

13:40 Discovering Planet Booking: an Employer Branding Journey



- Jennifer and Andreea will share how the Booking.com team embarked on a journey to shine a spotlight on their employer brand
- Learn how to deliver a consistent brand experience, how to fuel the social media fire with great content and how to empower your employees to evangelize from the inside

Jennifer Boulanger,
Global Head of Recruitment and
Andreea Dicu, Employer Branding Lead, Booking.com

14:10 Q&A Session with Jennifer & Andreea

THE PERFECT MIX

14:20 From traditional recruitment to content lead Talent Acquisition



- Candidates Touchpoints
- Content for recruitment
- Maximise candidates' digital experience
- Integrate different digital platforms
- How to do more with less on digital attraction and sourcing

Gabriele Silva,
Intl. Recruitment Director, The Body Shop (L'Oréal Group),

14:50 Q&A Session with Gabriele

15:00 Wrap-up and end of conference

BOARDROOM SESSIONS

Day1

14:10- World Class Onboarding

15:10 Stijn de Groef, CEO & Co-founder,
Talmundo

16:10- The Truth about Coaching

17:10 Frederic Funck, EMEA Business Coaching Director,
Center for Creative Leadership

Day2

09:40- HR analytics,

10:40 What do you want to measure and
Why do you want to measure this?
Oscar Smits, Intl. Sales executive, Talentsoft



MORE REASONS TO ATTEND

The seminar is part of the 4th HRcoreLAB which will feature [\(click to view general programme\)](#):

- 3 Seminars
- 47 High-level expert speakers
- 250+ HR professionals
- 37 Case-Studies from leading Organisations
- 9 Interactive roundtable sessions
- 3 hands-on R&D sessions
- 3 Boardroom sessions
- 2 Exclusive Cocktail parties
- And much more...

Seminars:

- 1) 6th Future of Recruitment
- 2) 4th Leading with Talent
- 3) HR Agility ***NEW***

TENE O SEMINAR ENDORSMENTS

"Great organization, Teneo's Staff and of course the city!"
GLOBAL ENGAGEMENT DIRECTOR, SWAROVSKI

"Outstanding cross-cultural mix of participants, nice breadth of topics. Enjoyed case studies a lot" **HEAD of LEADERSHIP DEVT., SAUDI ARAMCO**

"Great opportunity to pick the most interesting topics of each one of the streams"
PEOPLE & ORG. DIRECTOR, SOUTHERN EUROPE & ME, SONY

"Congratulations for the organization and the selection of topics"
REC. & HR PLANNING MANAGER, LEROY MERLIN

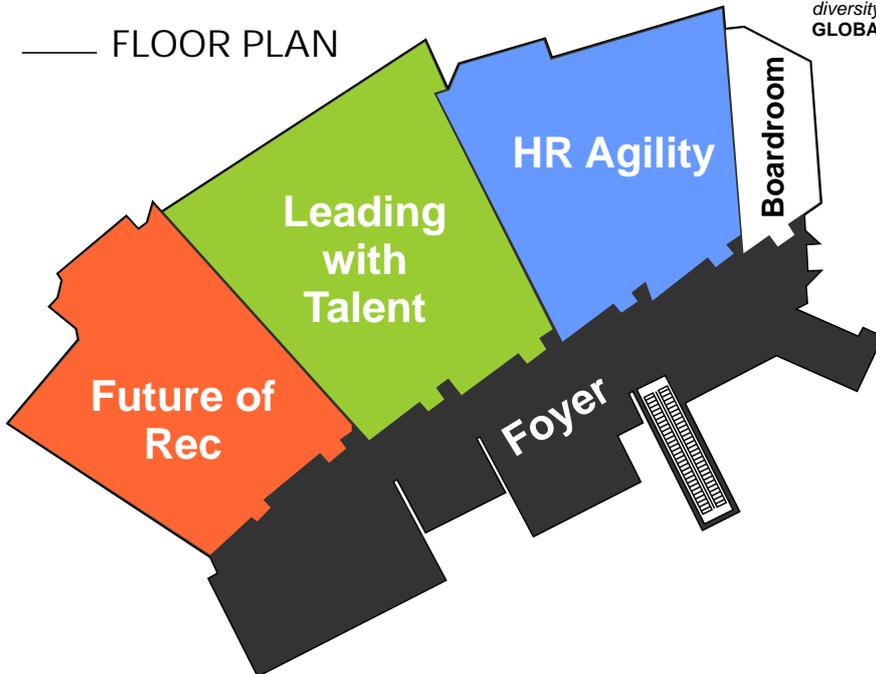
"Very engaging, fun & informative"
MARKETING DIRECTOR, DEFENCE REC.SERVICES, BRITISH ARMY

"I liked the variety of topics and presenters with different points of view"
HR MANAGER, ACCENTURE

"Various experiences from different areas/ niches and real life experiences influenced me in a very good way"
HR DIRECTOR, ANADOLU GROUP

"Well arranged, great opportunities to network and a wide people/company diversity"
GLOBAL REC. MANAGER, RAMBOLL OIL & GAS

FLOOR PLAN



Move freely
 between all
 three streams!
[See Agenda](#)

VENUE: 5* HOTEL FAIRMONT REY JUAN CARLOS I, BARCELONA



The 5* Fairmont Rey Juan Carlos I Hotel is a unique resort in the heart of Barcelona. Located on the Diagonal - the city's main avenue - this luxury hotel is walking distance from the shopping, cultural and financial centres.

The comfortable and spacious accommodation features the latest facilities and outstanding views over Barcelona. It's 19th century Mediterranean gardens and outdoor pools create a tranquil resort in the city center.

With 432 luxury rooms and professional conference facilities, the Hotel Rey Juan Carlos I is the ideal location for a business or leisure visit to Barcelona. Relax and unwind with our spa and fitness center.

www.fairmont.com/barcelona/

The cost to attend the 3 seminars is 1500€

CLICK HERE TO REGISTER NOW

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 Participants
 List