



E-RECRUITMENT

TWO-DAY CONFERENCE & EXHIBITION

YOUR ROADMAP TO THE FUTURE OF E-RECRUITMENT IN SA



JOHANNESBURG
INDABA HOTEL, SPA
& CONFERENCE
CENTRE, FOURWAYS

18-19 MAY

2016

WWW.KR.CO.ZA

CONFERENCE AT A GLANCE

WHO SHOULD ATTEND

- HR Managers
- In-house Recruiters
- Talent Directors
- HR Directors
- HR Professionals
- Recruiters and Recruitment Execs
- Government/Public Service HR
- Brand Managers
- Specialist Recruitment and Talent Acquisition Professionals
- Employment/Staffing Specialists
- Industry Suppliers
- HR Business Partners
- Online Recruitment Service Providers
- Recruitment Advertising Executives

ABOUT THE VENUE

INDABA HOTEL & SPA

Just north of the fast paced business world of Sandton, Johannesburg lies the Indaba Hotel, Spa & Conference Centre nestled beneath the vista of the magnificent Magaliesberg Mountains. It is a compelling blend of business-like convenience and efficiency, along with a relaxed and warm country hospitality atmosphere.

Coupled with easy and convenient access to all main highways, OR Tambo International Airport and a mere 15km from Lanseria International Airport, the hotel features an impressive selection of some 24 multi purpose conference venues that can accommodate up to 2000 delegates in total, with banqueting facilities for up to 500 people.

VENUE LOCATION

William Nicol Drive & Pieter Wenning Road
Fourways, Johannesburg

TEL: +27 11 840 6600
indaba@indabahotel.co.za

It's time to find out more about e-recruitment and how to fit it into your HR practices. The emphasis must be on making your e-recruitment strategy more efficient through new methods and approaches! The influence of digital, social and mobile developments is big and ever changing. This means that HR professionals need to think and act strategically and combine the power of social media; job boards and application processing technology in order to win the war on talent. The E-Recruitment Conference offers both recruiters and marketer's insight into every facet of e-recruitment, what works and what it could mean for you. Walk away knowing you can implement an e-recruitment strategy tomorrow, know the suppliers and learn from the experts that have implemented world class strategies.

WHY IS THIS A NOT-TO-BE-MISSED EVENT?

- Find out what the future holds for e-recruitment
- The opportunity to attend a breakout session to find out more about how e-recruitment really works
- Find out how to engage and retain your candidates, as well as how to find top talent in your scope of business
- Find out simple ways to calculate social media return on investment, as well as to accurately measure recruitment advertising results
- You will walk away with insight into recruitment strategies used by some of SA's more respected organisations
- As well as being given a chance to formulate your own e-recruitment strategy, you will also be exposed to a wide array of technology and job boards thus allowing you to identify the best possible combination of technology and suppliers

REASONS WHY YOU SHOULD ATTEND

This conference will deliver a jam-packed programme of online recruitment insights and innovation guaranteed to help you save time and money. Recruiters face a challenging time over the coming years, continuing to compete for the top talent in a tight market with ever-decreasing budgets. Many of the solutions that our presenters will share with you can be implemented at no, or little cost – for example they can teach you how to improve your employer brand, use social networking sites to find passive candidates, adopt virtual recruiting strategies, improve your screening techniques, review your existing technologies, understand industry metrics and keep ahead of new trends and developments.

If you work in recruitment and are under pressure to deliver more, for less, you really need to be at this conference.

Not only will you benefit from the educational content of the conference, but you will also have the opportunity to network with your peers and colleagues, mingle with our speakers and gurus during the breaks and meet our service providers and consultants who can discuss new solutions for your recruitment dilemmas.

PARTICIPATING ORGANISATIONS



E-RECRUITMENT CONFERENCE 2016

18-19 MAY 2016 INDABA HOTEL, SPA & CONFERENCE CENTRE, FOURWAYS | JHB

CONFERENCE PROGRAMME | DAY ONE | 18 May 2016

07:30–08:20

REGISTRATION | Meet and greet conference attendees, presenters and KR registration staff

08:20–08:30

Welcome and introduction

08:30–09:30

The future of E-recruitment: New paths in online recruitment

- Setting the scene
- What are the overall trends in e-recruitment
- What is happening in practice - Does it work?
- Successes and failures behind the utilisation of technology, without the human factor, could it not fail?

Speaker NATALIE SINGER, *Talent Management Specialist, Consultant, Speaker Trainer, Recruitment Business Coach*

09:30–10:30

The year of the candidate: How to engage them, keep them interested and retain them

- How can candidates engage with organisations, learn about them, and apply for jobs whenever and wherever they are
- Recruitment marketing and advertising, a view to driving talent to your e-recruitment platform
- Organisations must have a “best-in-class” approach to talent acquisition
- How to ensure that you have an engaging and consistent employment brand presence
- Embracing the power behind digital, social and professional online media channels to engage active and passive talent
- Recruitment marketing content management to engage, excite, educate and invite “best-in-class” talent into your organisation
- Recruitment marketing, advertising and employer brand presence essential ingredients to driving talent to your ATS

Speaker CELESTE SIRIN, *Employer Branding Specialist, Facilitator, Founder, Employer Branding SA*

10:30–11:00

MORNING BREAK | Enjoy refreshments and network with conference attendees and presenters

11:00–12:00

A legal update

- How to navigate social media and privacy laws during online recruitment
- What are the do’s and don’ts when searching a prospective candidate online, including on social media?
- How to avoid unfair discrimination and infringing someone’s right to privacy
- A few real-life examples

Speaker NERUSHKA DEOSARAN, *Senior Associate, Business Development Manager, Nortan Rose Fulbright South Africa Inc*

12:00–13:00

Finding top talent using creative mobile and social media strategies

- How to use social networks to recruit great employees?
- Which network is the best for recruiting?
- Common mistakes made by social recruiters
- How to establish a presence on social media?
- How to create an employer brand?
- How to create a social media profile to attract talent?
- Companies who have nailed social media recruiting, and what you can take away from them

Speaker ADRIAN WALES, *Online Marketing Consultant, DEMsays SA*

13:00–14:00

LUNCH | Learning conversations and connect over lunch with conference attendees and presenters

14:00–16:00

Demos and interactive sessions with exhibitors

16:00–16:15

CLOSE OF DAY ONE



E-RECRUITMENT CONFERENCE 2016

18-19 MAY 2016 INDABA HOTEL, SPA & CONFERENCE CENTRE, FOURWAYS | JHB

CONFERENCE PROGRAMME | DAY TWO | 19 May 2016

07:30–08:20 **EARLY MORNING REFRESHMENTS** | Continue your conversations with fellow attendees and speakers

08:20–08:30 **Welcome and introduction**

08:30–09:30 **The key to a booming E-recruitment strategy**

- Where has recruitment come from?
- What advancements have moved recruitment forward over the last 100 years
- What are the effects of a “career” section in your corporate website
- A live demo outlining:
 - How to utilise an applicant tracking system
 - How to make your e-recruitment more effective
 - Automating interviews
 - Automating recruitment using smart technology
 - Reducing time spent on recruitment
 - How to target the right job portals
 - How to make sure you reply to applicants on time

Speaker JONNATHAN KOCH, *Managing Director, Genie Cloud Tech*

09:30–10:30 **SAB Miller e-recruitment CASE STUDY**

Speaker CERIK BROBERG, *Acquisition Manager, SAB Miller*

10:30–11:00 **MORNING BREAK** | Enjoy refreshments and network with conference attendees and presenters

11:00–12:00 **Microsoft e-recruitment CASE STUDY**

Speaker JESSICA O’ GORMAN, *Talent Acquisition, Sourcing Specialist, Microsoft*

12:00–13:00 **Express Employment Professionals CASE STUDY**

Speaker WESLEY MADZIVA, *Express Employment Professionals*

13:00–14:00 **LUNCH** | Learning conversations and connect over lunch with conference attendees and presenters

14:00–15:00 **Quantifying social media and e-recruitment ROI’s**

- Tips to more accurately measure recruitment advertising results
- The ROI of social media: case studies
- A simple way to calculate your return on investment

Speaker TIM BARRY, *African Heart Celtic Soul Consultancy*

15:00–15:15 **AFTERNOON BREAK** | Enjoy refreshments and network with conference attendees and presenters

14:00–15:00 **The changing roles of recruitment companies in S.A.**

- Reducing cost through e-recruitment
- Is this the beginning of the end for recruitment companies in S.A.?
- Can systems really replace the expert advice of a professional recruitment company?
- Technology, the effect on traditional recruitment agencies
- How to be an out of the box thinker
- How to use technology to look forward and take advantage of opportunities

Speaker VANESSA RAATH, *General Manager, It’s About People Recruitment*

16:00–16:15 **CLOSING REMARKS & CLOSE OF CONFERENCE**



INDUSTRY LEADING PRESENTERS



NATALIE SINGER

Talent Management Specialist, Consultant, Speaker Trainer, Recruitment Business Coach

She is the founder of Talent3sixty, specialist talent management consulting and training business. She ran a successful recruitment agency, Thembeka Consulting, in Durban 2003 – 2007 and was the COO of professional body for staffing, APSO from 2007 – 2014. Under her leadership APSO won the inaugural South African Chamber of Commerce & Industry (SACCI) Association of the Year award in 2011. She was elected to the Board of the global industry organisation International Confederation of Private Employment Agencies (CIETT) in the role of Africa & Near East Representative. She researched and authored the industry's position paper on the economic impact of the 2010 proposed labour law amendments, submitted to Parliament and NEDLAC. She also served on the Joint Initiative for Priority Skills Acquisition Importation Advisory Group in 2009 and received special acknowledgment from the Presidency in this regard. She has regular appearances in various publications (articles) and on TV and radio and is one of 12 global industry experts invited to present annually at the global recruitment conference, Big Biller Summit, since 2012. She presented at various local (and global) conferences and events speaking on the subject of recruitment, talent management, world of work, labour law amendments etc. She is also the Editor of quarterly recruitment industry magazine, APSOgram, since 2006.



ERICK BROBERG

Acquisition manager, SAB Miller

Erick is first and foremost an active networker, particularly within professional services. He is currently Head of the Talent Acquisition team at South African Breweries, and prior to that he was MD of the Perm Recruitment businesses of Kelly Group. Before that he was Co-Founder and the MD of Brannon Recruitment, a niche market specialist Recruitment Business that manages the careers of professionals working within the Recruitment and Staffing Industry of South Africa, until its sales into the Kelly Group during late 2013. He has over a decade's experience of Recruitment & Staffing both in the UK and South Africa working across the sectors of Contract Recruitment, Flex-Staffing, Temp Recruitment, Perm Contingency as well as Retainer-based services.



CELESTE SIRIN

Employer branding specialist, Facilitator, Founder of Employer Branding SA

Celeste is the Managing Director of Strategy Recruitment Marketing, she heads up an acclaimed and award winning Recruitment Advertising and Employer Branding organisation, having won numerous awards over the years. Her organisation embraces the power of technology and blended media channels to drive recruitment advertising marketing and employer branding awareness drives. Whilst she has valuable

insights as to the utilisation of e-recruitment platforms, she strongly believes that human intervention is still very necessary. Celeste's passion lies within the talent management space, equipped with 30 years of experience, in offering unconventional value add solutions. Celeste is an employer branding specialist, speaker, facilitator and founder of Employer Branding SA which aims to develop employer branding best practice in South Africa by educating South African leaders. As a leading authority in positioning and elevating employer brands for companies, she offers extensive insight into local, African and International employer branding trends. Celeste is a leading authority in packaging, positioning and elevating employer brands for organisation across South Africa.



NERUSHKA DEOSARAN

Senior Associate & Business Development Manager, Norton Rose Fulbright South Africa Inc

She advises on various media law issues, including the use of social media and industry regulation in terms of the Film and Publications Act. She has been involved in numerous technology related transactions including large multi-jurisdictional outsourcing transactions and broadband network infrastructure projects as well as various e-commerce matters. She specialises in privacy and has experience with various data privacy matters for a number of international and local clients. During 2014, she gained invaluable experience working with global data privacy teams at the firm's London and Melbourne offices. Her

international experience allows her to give clients practical advice in implementing local privacy compliance programs and has also assisted greatly in the development of an innovative online privacy compliance tool. She is the co-editor of the firm's global Social Media Law Bulletin blog. She regularly speaks at events and conferences, and publishes blogs and articles on various social media, privacy and technology related matters.



JONNATHAN KOCH

MD, Genie Cloud Tech

Jonnathan is an entrepreneur with 20 years business experience in HR and recruitment. He started his studies in medicine, and later followed a two year career abroad in HR. On his return home, he decided to become an entrepreneur. He has established a number of recruitment agencies as well as a HR consultancy and more recently a cloud based software company. In 2012 after setting up recruitment hubs for a number of corporate in South Africa, Jonnathan embarked on an ambitious project to present businesses with recruitment software that mimics the functions performed by recruitment agencies. With this goal in mind, Jonnathan convinced a number of globally technology companies to joined forces to create a single concentrated solution and in the process created a disruptive technology using Artificial Intelligence (A.I.). The net result was a system capable of behaving like a recruitment agency in a fraction of the time. Performing tasks such as automatic shortlisting and retrying CVs, (60 000 in 60

INDUSTRY LEADING PRESENTERS

seconds). The early adopters of the technology started to report an 80% reduction in time spend on recruitment and a significant reduction in costs. With over 1600 job board integration completed globally, Genie now boasts a greater candidate reach than any other recruitment system on earth by more than 800%. With the introduction of automated video interviewing Genie now boasts the most comprehensive standalone recruitment system on earth, and is often referred to as recruitment agency replacement technology.



ADRIAN WALES

Online Marketing Consultant, DEMsays SA

Adrian is really all about helping companies inspire and enthrall their audiences, and showing them how to do better business using digital and social marketing. He is challenged and stimulated by great content and shape-shifting communication. He says that it remains a professional adventure second to none and it gets more exciting by the day!

He has 17 years of deep experience in the digital space. They started Blink New Media in 1998, one of the most successful and enduring founding players in the South African digital environment. They were responsible for the initial web presence of many leading brands including Sun International, SA Tourism, Legacy Hotels, READ Organisation, Joburg Roads Agency, Altech Card Solutions, African Bank, The Hans Merensky Foundation

and Pringle of Scotland (SA). In an operational role he was responsible for new business development, client service, strategy and project management, aside from the strategic business, general management, financial and administrative role required from being an owner/ manager of the agency. You could say Adrian was in digital from the start.



WESLEY MADZIVA

Express Employment Professionals

Wesley is passionate about Social Media Management and Training within the Human Resources and Recruitment spheres. We are living in a socially connected business world and it is imperative that HR & Recruitment Professionals fully understand the different social media platforms and how they affect the day to day staffing challenges. Some of Wesley's interests are Sales and Marketing in Recruitment, Tendering and Presentation, Recruitment Business Costing and Negotiations, Social Media in Recruitment, Outside Sales Training, E-Recruitment and Business Process Outsourcing. His specialties are Coaching, Mentoring, Support, developing Franchisees, Strategies on Business Positioning, discuss weekly Business Analysis with Franchisees, motivate Franchisees to achieve their goals & growth targets, encourage Franchisee's to meet various deadlines & submissions, assist the Franchisees with issues related to associates & challenges in the workplace.



VANESSA RAATH

General Manager, It's About People Recruitment

Vanessa describes herself as a passionate recruiter with a love for taking people out of boring jobs and 'blinging up' their careers. She has ten years recruiting experience but saw the light in 2009 when she decided to specialise in IT recruitment. Previously, she has worked as Ski Lift Operator in the States; taught unruly children in London; instructed people how to Scuba Dive in the Far East and lead tour groups through the Masai Mara. She has really experienced the 'School of Life' and this undoubtedly helps in her current profession where she matches awesome people with awesome jobs.

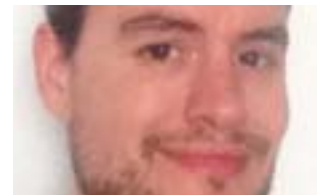


JESSICA O'GORMAN

Talent Acquisition and Sourcing Specialist, Microsoft

Jessica has more than 9 years talent sourcing and recruitment experience in the IT & Telco industries specialising in the Africa and Middle East markets. She started her career in a niche head-hunting firm before moving on to spend time in both agency and in-house talent acquisition environments and is currently a Talent Sourcing Lead at Microsoft. Her current role is dual-focused - firstly on building of senior succession slates, through identification

and attraction of top talent, across the MEA region for executive leadership roles. In addition she oversees a number of key strategic projects within the local talent acquisition team including market mapping exercises, compete landscape analyses and championing the use of recruitment tools and databases.



TIM BARRY

African Heart Celtic Soul Consultancy

Tim is an English-born HR & recruitment technology consultant, speaker and trainer with an African Heart and Celtic Soul. Based in Cape Town, he works with global brands, recruitment companies and tech start-ups to implement innovative technology to attract, hire, retain and train staff. The African Heart Celtic Soul Consultancy Blog (<https://AfricanHeartCelticSoul.tumblr.com>) deals with topics ranging from Employer Branding, HR Technology and Social Recruiting to Unemployment. Tim also writes articles for Blogging for Jobs (www.blogging4jobs.com) and HR Pulse News (www.hrpulse.co.za). He is co-host and founder of the first Twitter chat for South African jobseekers and recruiters: #JobAdviceSA and is a passionate advocate of organisations embracing technology in order to identify and connect with untapped pools of talent.

REGISTER ONLINE WWW.KR.CO.ZA

CONFERENCE REGISTRATION INFORMATION

REGISTRATION FEE

TWO-DAY CONFERENCE

R 7 500.00 incl. VAT

All prices include VAT. The quoted prices include parking, refreshments, snacks, lunch and conference material

TERMS AND CONDITIONS OF REGISTRATION

Payment must be received before the event takes place. KR reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

If you have not received confirmation in writing, of your booking before the event, please contact us on 011 706-6009 to confirm that we have received your registration.

SOMETHING HAS COME UP AND YOU CAN'T ATTEND

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a substitute delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may transfer at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may cancel your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee

- Unfortunately, no refund or credit can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances KR reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip

Nedbank Cresta
Account No.: 1913164489
Branch Code: 191305
Fax: 011 706-1127

Payment must be received by no later than 15:00 the day before the event commences

HOW TO REGISTER

ONLINE

www.kr.co.za

EMAIL

Email completed form
magdeline@knowres.co.za

PHONE

Magdeline Matlatse
+27 (11) 706 6009

FAX

Fax completed registration form
+27 (11) 706 1127

SPECIAL OFFERS

- Register 3 delegates and the **4th delegate attends free of charge!**
- Special discount for registered **NPO's, small businesses (30 or less employees) & full-time lecturers at universities** – contact us for more information!

SETA GRANTS AND ACCREDITATION REQUIREMENTS

Many of our delegates enquire about the accreditation of our events. There is a misconception that organisations qualify for SETA grants only for accredited programmes. This is not correct. The payment of SETA grants is regulated by the Government Gazette, no. 9867, Vol. 570, 3 December 2012, no. 35940. These Regulations clearly state that the SETAs “must allocate a mandatory grant to a levy paying employer” that has submitted a WSP and ATR by the regulated date, has provided all the information required in the regulated template, and is up to date with skills levy payments. Furthermore, the template in the Regulations (Section C: Skills Development) allows employers to include ALL planned training in the report; not only accredited programmes.

**KR is a Level 3 Contributor
BBBEE company**



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33 Ballyclare Drive, Bryanston
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CONFERENCE REGISTRATION FORM

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner.

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received.

Booking made by:

Phone:

Email:

Date:

Signature:

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Name:

Title: Mr / Mrs / Miss / Dr / Prof

Designation:

Email:

Phone:

Fax:

Cellular:

Company:

Company VAT number:

Postal address:

Postal code:

Dietary requirements:

DELEGATE 2

Name:

Title: Mr / Mrs / Miss / Dr / Prof

Designation:

Email:

Phone:

Fax:

Cellular:

Company:

Company VAT number:

Postal address:

Postal code:

Dietary requirements:

DELEGATE 3

Name:

Title: Mr / Mrs / Miss / Dr / Prof

Designation:

Email:

Phone:

Fax:

Cellular:

Company:

Company VAT number:

Postal address:

Postal code:

Dietary requirements:

DELEGATE 4

Name:

Title: Mr / Mrs / Miss / Dr / Prof

Designation:

Email:

Phone:

Fax:

Cellular:

Company:

Company VAT number:

Postal address:

Postal code:

Dietary requirements:

CREDIT CARD PAYMENT Mark appropriate box

VISA

MASTERCARD

AMEX

DINERS

Cardholder:

Expiry date:

CCV number:

Card number:

Amount (All prices are VAT inclusive):

Date:

Signature:

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