

YOU ARE INVITED
March 24, 2010 • London, UK
9:30 a.m. – 4:00 p.m.

Kenexa® Recruitment Seminar:

RECRUITING THE BEST TO MAXIMISE YOUR ORGANISATION'S SUCCESS

Kenexa® is pleased to invite you to our Recruitment Seminar, examining how using quality of hire as a business metric can enhance organisational performance. This complimentary full-day seminar will feature:

- Best practices and thought leadership presentations on recruitment topics such as quality of hire and the future of recruitment
- Examples from leading European and global organisations
- Exclusive findings in linking recruitment solutions to business success
- Networking opportunities with like-minded senior HR professionals
- Full buffet lunch and refreshments served throughout

Keynote Presentations

Managing Recruits for the British Army—The UK's Highest Volume Recruiter
Amanda Forwood, Group Account Director, TEQUILA\INTERNATIONAL

The British Army is the single largest recruiter in the UK. Yet the battle for young talent is difficult with bad press and ongoing hostilities in Afghanistan. The challenge for recruiting is capturing the enthusiasm of individuals at a young age. During this presentation, Ms. Forwood will share how TEQUILA\ has created a CRM programme that nurtures 13 to 17 year olds, maintained the interest of those in further education in the Army, and ultimately, converted them to join when they reached eligible age. Delivered through Army field-force activity such as events, a website and regular communications for members, the Camouflage programme has created strong results, providing 15 percent of total enlistments every year.

Helping the Candidate Say Yes or No

Abby Euler, Account Director, Kenexa

In the world of recruiting, organisations may forget that the candidate has as much ownership in the process as the recruiter. Through the development of an authentic Employment Brand and its expression in your career site, recruitment advertising, referral programmes and social media campaign, candidates can make more informed decisions about your organisation. This session will present award-winning client examples and best practices to help you recruit higher quality candidates that best fit your company.

Moving Beyond Efficient to Effective Recruiting: The Influence of Talent on Organisational Performance

Anne Herman, Ph.D., Research Consultant, Kenexa Research Institute

This presentation will provide data that shows how integrating information from across the employee lifecycle will allow organisations to optimise their talent searches. The goal for recruiting talent should be to attract and retain higher quality candidates, and ultimately have a positive influence on workforce performance. Dr. Herman will recommend a methodology for evaluating the quality of hire and examining the influence of talent on organisational performance.

HR—Use and Abuse That Talent Data

Dave Millner, Consulting Director, Kenexa

Creating an integrated talent management system involves significant change, processes and new behaviour across the organisation to make it a reality. What steps can HR take to start using the benefits of such a system? The most obvious starting point is using available data and identifying information that will help make better decisions and support the strategic role that HR must fulfil. This session is designed to stimulate new thinking about the importance of data collection, the role of metrics and the business impact that such an approach can make on any organisation.

Event Location

Altitude 360
29th Floor Millbank Tower
21 - 24 Millbank
London, SW1P 4QP

To register for this event, please email matt.jordan@kenexa.com.

Kenexa®
HR SUCCESS MULTIPLIED