



**BECOME BETTER.
START TODAY.**

DAY 2

The ultimate guide to sourcing talent in the 21st century.

LED BY

**Josef Kadlec
& Milan Novak**

Spend a full day with Josef Kadlec (former ethical hacker and digital forensic examiner) and Milan Novak (ex CEO of Grafton Recruitment Europe) who are disrupting the talent sourcing and recruitment industry utilizing their cross-field experience. They will show real data and real techniques as well easily adaptable new technologies you can and should prepare for in the next 5 years.

LEAD PARTNER

VCV





**BECOME BETTER.
START TODAY.**

How to find & hire the right people?

- **Messages That Candidates Can't Ignore**

Learn a set of easily usable technical tricks, that combined with marketing skills & proper leadership gives you results every time. A somewhat controversial approach, which is behind the success of Central & Eastern Europe's largest sourcing center.

- **Marketing Toolkit for Recruiters**

You will see what the pragmatic purpose of building an employer brand for everyday recruitment routine is. You will hear the latest best practice in personal branding for recruiters, and new social media formats you are probably not aware of at all.

- **Turn Passive Candidates Into Engaged Employees**

Learn how to create the ideal candidate engagement converting passive candidates into active ones by improving candidate experience & offer management. See a practical demonstration of emerging technologies in recruitment - virtual reality, artificial intelligence, virtual assistants and chatbots. Then participate in an interactive session, at the end of which you will create a list of candidate experience improvements that you can put in practice.





**BECOME BETTER.
START TODAY.**

Josef Kadlec

is a former ethical hacker and digital forensic examiner who went head over heels into the talent sourcing and recruitment industry utilizing his cross-field experience. Along with Milan Novak, he founded the international app-only recruitment agency, GoodCall (currently 140 employees), specializing in social recruitment for 5-person start-ups as well as 10,000 person Fortune 500s.

His claim to fame is as the author of a controversial book *People as Merchandise: Crack the Code to LinkedIn Recruitment* recommended by Barbara Corcoran from ABC's *Shark Tank*, the rogue recruiter David E. Perry and HR directors of companies such as IBM, Barclays, Randstad, Hewlett-Packard, Manpower, AVG and Google.

Jose has helped companies like **ExxonMobil, Foxconn, Coca-Cola, Siemens, Nestle, Volkswagen, Adecco, Red Bull, Raiffeisenbank, Randstad, Merck, Ikea, Lenovo, Hilton** and others to advance their talent sourcing capabilities



VIDEO

FEW WORDS FROM
JOSEF KADLEC & MILAN NOVAK

Milan Novak

has been working in the recruitment industry for over 18 years. He started as a recruitment consultant at an international recruitment agency where he had been continuously developing his career in several managerial roles.

As CEO, he managed Grafton Recruitment Europe effecting 7 countries in the CEE region and lead more than 350 employees. Recruitment, talent acquisition and talent management strategies are not only his work focus, but also his hobby and main passion. Milan cooperated with companies such as **ExxonMobil, Microsoft, GE, Google, Coca Cola, HSBC** and **Honeywell**. His expertise is the design and optimization of the recruitment process and recruitment process outsourcing.

Milan is the co-founder and Executive Chairman of GoodCall, Recruitment Academy and Datacruit. Three recruitment industry start-ups focusing on modern approach to recruitment, new technology and social recruiting.





**BECOME BETTER.
START TODAY.**

COURTYARD MOSCOW PAVELETSKAYA HOTEL

Future Ready Recruitment

27-29 May, Moscow

PLEASE CHOOSE YOUR DAY/S

DAY 1
EMPLOYER BRANDING

DAY 2
RECRUITMENT & TECHNOLOGY

DAY 3
CONTENT ENGAGEMENT

REGISTRATION FEE

1 DAY PASS
€ 450 / delegate / day

2 DAY PASS
€ 400 / delegate / day

3 DAY PASS
€ 350 / delegate / day

TOTAL INVESTMENT

€

DELEGATE NAMES

COMPANY DETAILS

AUTHORIZATION

	Company name	Name
	Tax number	Job title
	Street	Signature
	Post code	
	City	
	Country	

TERMS & CONDITIONS

Client means the registering organization
Executor means OGI Europe Kft. (1095 Budapest, Mester utca 83/C 6/610, Hungary, EU VAT:HU14166622)
 This registration form constitutes a legally binding sales contract between the Executor and the Client.
 All terms are mutually accepted and negotiated in good faith.

Fees: Registration fees are inclusive of program materials, luncheons and refreshments, but exclude accommodation and travel expenses.

Payment terms: Following the receipt of the registration form, all payments are due within 5 (five) working days. After registration all payments must be executed within the terms herewith irrespective of attendance. Should a portion of the Contract price be subject to state, federal, or local taxation, or VAT if applicable, the Executor reserves the right to add such charges to the final invoice or recover such sums from the Client at the time when they become due.

Cancellation/Substitution: Substitution is allowed by providing a written notice is given to the Executor, not later than 2 working days before the event. Otherwise all registrations carry a 50% cancellation liability of the contract value immediately after an authorized registration form has been received by The Executor. By signing this registration form the client agrees that in case of any dispute or cancellation The Executor will not be able to mitigate its losses for any less than 50% of the total contract value. Any cancellation received in less than 10 working days before the event carries 100% payment liability.