

JUNE 3rd | DAY 3

THE ULTIMATE GUIDE TO SOURCING TALENT IN THE 21st CENTURY

VIDEO

FEW WORDS FROM
JOSEF KADLEC

JOSEF KADLEC

Josef Kadlec is the founder of GoodCall and Recruitment Academy. He started with the background of software engineer as an unconventional headhunter and talent sourcing architect. He is an author of *People as Merchandise: Crack the Code to LinkedIn Recruitment*. He is a lecturer of Recruitment Engineering video course and curator of his own show Hireconomics.

Josef is also the first officially certified LinkedIn recruiter in Central and Eastern Europe. He is one of the elite speaker at the largest talent sourcing conferences such as Sourcing Summit (Amsterdam, Tel Aviv, Munich, Tallinn), HIREConf (New York), Social Recruiting Days (Berlin), Evolve Summit and others.



ExonMobil

McKinsey
& Company



DAY 3 | AGENDA

1 MODULE

The trends in Social Recruitment are constantly changing. The labour market changing. Candidates become more passive. So how do we adapt?

We will show you the social media recruitment strategy for passive talent acquisition, how to use data, analytics and principles to your advantage and what are the latest talent sourcing updates for recruiters.

- The current state of labor market and how to deal with it
- Current and future trends in social recruitment
- Social media strategy for passive talent acquisition
- Learn latest talent sourcing updates for recruiters

2 MODULE

First come first served or in another words, when candidate searching and targeting, Hunt Them Down Before Your Competition Does!

You will see how to uncover hidden talent pools (i.e. candidates your competition is not aware of), how do you automate candidate search using third-party services, what is the new trend of behavioural sourcing and how can you use advanced techniques such as semantic, probabilistic and exhaustive search

- Exhaustive searching: How to master searching to find everybody anywhere
- Uncover hidden talent pools
- How to benefit from Boolean and X-Ray searches
- Best usage of onion search, conceptual search, implicit search, natural language search and indirect search
- Advanced search techniques & automated candidate search using third-party services.



3 MODULE

Principles of Candidate Engagement: How to Approach Anybody and Get a Response Every Time

Wouldn't you like to compose messages which candidates just cannot ignore? That is exactly what this session will give you: Unorthodox methods to grab the attention of your candidates, how and where to find user contact information when it is not available and how to use video sourcing to Skyrocket your candidate response rate.

- How to compose messages which candidates cannot ignore
- Extreme engagement: Ways how to maximize the response rate
- How to find user contact information when it is not available, every time
- How to find email address for nearly any candidate in the world
- Video Sourcing: Elevate your candidate response rate up to 100%

4 MODULE

HR Marketing for Outbound Recruitment: Personal Branding as the Latest Business Tool What is the difference between Employer branding versus personal branding and how do you use both?

We will show you the importance of personal branding for recruiters and hiring managers as well as the new social media formats you probably are not aware of and how to use them to attract candidates.

- Employer branding versus personal branding
- Pragmatic purpose of building an employer brand for everyday recruitment routine
- How do you build personal branding for recruiters and hiring managers
- The new shiny social media formats you can use



The Future is Now: What's the Next Big Thing in HR Tech? What we used today might already no longer work tomorrow.

We will show you the Emerging tech you can use in recruitment and sourcing, such as face recognition and virtual reality and how the technology evolution curve is already influencing your business and recruitment.

- Emerging tech in recruitment and sourcing and what can you use
- The influence of technology evolution on recruitment - don't be late
- Practical demonstration of emerging technologies in recruitment

TICKET OPTIONS

TILL 14th FEBRUARY

€990



JUNE 1-2

DAY 1 + 2

STANDARD PRICE

€1200

TILL 14th FEBRUARY

€550



JUNE 3

DAY 3

STANDARD PRICE

€ 650

TILL 14th FEBRUARY

€1350



JUNE 1-2-3

DAY 1 + 2 + 3

STANDARD PRICE

€ 1650



ANY QUESTION? CALL US (+36) 1 408 8191

OGI EUROPE

CITY CORNER OFFICES
Üllői út 25., 1091 Budapest, Hungary

hello@ogieurope.com
<https://ogieurope.com>

EVENT VENUE

RENAISSANCE MONARCH CENTRE

31A Bld.1, Leningradsky Ave | 125284, Moscow, Russia



OGI EUROPE KFT. 1091 BUDAPEST ÜLLŐI ÚT 25. HUNGARY

TEL: +36 1 408 8189

EMAIL: inquiry@ogieurope.com

WEB: www.ogieurope.com



**BECOME BETTER.
START TODAY.**