



**BECOME BETTER.
START TODAY.**

APRIL 30th | DAY 2

THE ULTIMATE GUIDE TO SOURCING TALENT IN THE 21st CENTURY



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.

COMPANIES JOSEF HAS WORKED WITH INCLUDE





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TALENT SOURCING

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HOW TO FIND & HIRE THE RIGHT PEOPLE?

This 1-day course aims to inform participants about the new trends and methods of recruitment and talent sourcing. Participants will discover the context of modern recruitment trends based on its development. Also they will learn about practical new techniques of sourcing and contacting candidates on social networks such as LinkedIn, Facebook, Vkontakte, Instagram and many others.

Module 1 - Recruitment Numbers Game: Data, Analytics and Principles

- The current state of labor market and how to deal with it
- What are current and future trends in social recruitment
- What is the overall social media recruitment strategy for passive talent acquisition
- The latest talent sourcing updates for recruiters

Module 2 - Candidate Searching and Targeting: Hunt Them Down Before Your Competition Does

- Exhaustive searching: How to master searching to find everybody anywhere
- How to uncover hidden talent pools (i.e. candidates your competition is not aware of)
- What are Boolean and X-Ray searches and how to benefit from them
- How to proceed with onion search, conceptual search, implicit search, natural language search, indirect search
- How to proceed with advanced techniques such as semantic search, probabilistic and exhaustive search
- The new trend of behavioral sourcing
- How to automate candidate search using LinkedIn and third-party services
- Live sourcing lab





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75%

Candidates are passive ones, but

90%

of candidates would like to hear you out.



Module 3 - Principles of Candidate Engagement: How to Approach Anybody and Get a Response Every Time

- Extreme engagement: Ways how to maximize the response rate
- How to compose messages which candidates cannot ignore
- 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
- Unorthodox methods how to grab the attention of your candidates
- Video Sourcing: Skyrocket your candidate response rate up to 100%

Module 4 - HR Marketing for Outbound Recruitment: Personal Branding as the Latest Business Tool

- Employer branding versus personal branding
- What is the pragmatic purpose of building an employer brand for everyday recruitment routine
- The importance of personal branding for recruiters and hiring managers
- The new social media formats you are probably not aware of at all

Module 5 - The Future is Now: What's the Next Big Thing in HR Tech?

- Emerging tech you can use in recruitment and sourcing
- What is the technology evolution curve and how it is going to influence recruitment
- Practical demonstration of emerging technologies in recruitment - face recognition and virtual reality



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TICKET OPTIONS

EARLY BIRD OFFER TILL 21st FEBRUARY

1 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€650

STANDARD

€500

2 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€600

STANDARD

€450

BOOK 3 PEOPLE

DAILY PRICES PER PERSON

EARLY BIRD

€550

STANDARD

€400