



**BECOME BETTER.
START TODAY.**

FEBRUARY 21st | TBILISI

THE ULTIMATE GUIDE TO SOURCING TALENT IN THE 21ST CENTURY

LED BY

JOSEF KADLEC

IN COOPERATION WITH



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WHAT TO EXPECT

This 1-day course aims to empower participants with new methods of recruitment and talent sourcing. Gain a decisive competitive advantage, enhance the effectiveness and success rate of recruiting for hard-to-fill positions and improve the performance of your entire recruitment team. Gain practical knowledge in the field of modern recruitment and be able to instantly add value to your company.

TIMETABLE

9:00-9:30	Welcome coffee & Registration
9:30-11:00	Recruitment Numbers Game: Data, Analytics and Principles
11:00-11:30	Coffee Break
11:30-12:30	Candidate Searching and Targeting: Hunt Them Down Before Your Competition Does
12:30-13:30	Lunch Break
13:30-14:30	Principles of Candidate Engagement: How to Approach Anybody and Get a Response Every Time
14:30-15:00	Coffee Break
15:00-16:00	HR Marketing for Outbound Recruitment: Personal Branding as the Latest Business Tool
16:00-17:00	The Future is Now: What's the Next Big Thing in HR Tech?
17:00	Certificates handout





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COURSE OBJECTIVES

Becoming a professional in the field of modern recruitment and being able to instantly add value to the sector. Gaining practical knowledge, useful for searching and contacting candidates on social networks and other platforms. Gaining a decisive competitive advantage. Enhancing the effectiveness and success rate of recruiting for hard-to-fill positions and improving the performance of entire recruitment teams.

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 including LinkedIn, Facebook, GitHub, Stack Overflow, Vkontakte, About.me, etc.
- 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, etc.
- 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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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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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. 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



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EARLY BIRD PRICE

till 31st of January

SINGLE TICKET

400 GEL

BOOK 2 PEOPLE

350 GEL

BOOK 3+ PEOPLE

300 GEL

ALL PRICES
PER PERSON

STANDARD PRICE

SINGLE TICKET

450 GEL

BOOK 2 PEOPLE

400 GEL

BOOK 3+ PEOPLE

350 GEL