

JOIN THE

talent management (r)evolution

April 30 - May 2, 2012

Washington, D.C., Metropolitan Area
**Gaylord National Hotel &
Convention Center**

SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

2012 Talent Management Conference & Exposition

www.shrm.org/conferences/talentmanagement

(R)evolutionary insights on display at the **SHRM 2012 Talent Management Conference & Exposition**

Innovations in (r)ecruiting and (r)etaining top talent with fewer (r)esources have created opportunities to widen and engage your talent pool without increasing your budget. Gain powerful tools and strategies to help you win the “war for talent” in this dynamic and ever-changing job market at the SHRM 2012 Talent Management Conference & Exposition. Be part of the Talent Management (r)evolution by learning to:

- Leverage social media to recruit and retain top talent
- Increase engagement levels in your organization
- Use innovative assessment tools to help you make the best hiring decisions
- Stay ahead of state and federal regulations
- Retain and engage military veterans
- Use ROI metrics to build a business case for your ideas

For more information, visit: www.shrm.org/conferences/talentmanagement

What Is SHRM?

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China and India. Visit SHRM Online at www.shrm.org.

The SHRM Difference

The Society for Human Resource Management (SHRM) offers its conference attendees access to important and relevant topics presented by top-notch speakers. SHRM requires its presenters to focus on session content rather than mentioning or selling books, products or services from the podium. The Exhibit Hall offers you a great opportunity to network with colleagues and connect with exhibiting companies that provide the products and services you need to leverage your contributions to your organization.

Conference At-A-Glance

Sunday, April 29, 2012

- 1:00 p.m.–5:00 p.m.** **Preconference Workshop:** Succession Management: How to Recruit, Develop, and Retain Your High Performers
- 1:00 p.m.–5:00 p.m.** **Preconference Workshop:** Negligent Hiring and Background Checks-Best Practices and Legal Compliance

Monday, April 30, 2012

- 8:00 a.m.–7:00 p.m.** Registration & SHRMStore®
- 9:00 a.m.–9:15 a.m.** Coffee Break
- 9:15 a.m.–10:30 a.m.** Welcome / Networking Session
- 10:45 a.m.–12:00 p.m.** Concurrent Sessions
- 12:00 p.m.–1:15 p.m.** Lunch on your own
- 1:30 p.m.–2:45 p.m.** Concurrent Sessions
- 3:00 p.m.–4:15 p.m.** **Opening General Session featuring Tony Schwartz**
- 4:15 p.m.** Book signing with **Tony Schwartz**
- 4:00 p.m.–7:00 p.m.** Exhibit Hall Opening & Reception
- 7:30 p.m.** Meet to Eat

Tuesday, May 1, 2012

- 6:30 a.m.–8:15 a.m.** Continental Breakfast
- 6:30 a.m.–6:00 p.m.** Registration & SHRMStore®
- 8:30 a.m.–9:45 a.m.** **General Session featuring Blake Mycoskie**
- 9:45 a.m.** Book signing with **Blake Mycoskie**
- 9:30 a.m.–2:00 p.m.** Exhibit Hall Open
- 9:45 a.m.–10:45 a.m.** Coffee Break in the Exhibit Hall
- 10:45 a.m.–12:00 p.m.** Concurrent Sessions
- 12:00 p.m.–1:15 p.m.** Lunch in the Exhibit Hall
- 2:00 p.m.–3:15 p.m.** Concurrent Sessions
- 3:15 p.m.–3:30 p.m.** Refreshment Break
- 3:30 p.m.–4:45 p.m.** Concurrent Sessions
- 4:30 p.m.–6:00 p.m.** Exhibit Hall Reception
- 5:45 p.m.** Grand Prize Drawing in the Exhibit Hall
- 7:00 p.m.** Meet to Eat

Wednesday, May 2, 2012

- 7:00 a.m.–11:15 a.m.** Registration
- 7:00 a.m.–1:00 p.m.** SHRMStore®
- 7:30 a.m.–8:15 a.m.** Coffee Break
- 8:30 a.m.–9:45 a.m.** Concurrent Sessions
- 10:00 a.m.–11:15 a.m.** Concurrent Sessions
- 11:00 a.m.–11:30 a.m.** Continental Brunch
- 11:30 a.m.–12:30 p.m.** **Closing General Session featuring Gina Rudan**
- 12:30 p.m.–1:00 p.m.** Book signing with **Gina Rudan**

* Schedule subject to change.

"The information from all the presenters was well worth my time and I found value in attending."

2011 Talent Management Conference attendee

(r)evolutionary minds

Keynote Presenters

Tony Schwartz



Transforming The Way We Work: The New Rules of Engagement

Recertification Credit: General

Monday, April 30, 2012 | 3:00 p.m.–4:15 p.m.

Schwartz will provide a highly actionable blueprint for a new way of working and fueling a fully engaged workforce. Demand in our lives is increasingly relentless. The way we're working isn't working. Nearly 75% of employees around the world feel disengaged at work every day. Far too many organizations expect their employees to operate in the same way as computers do: continuously, for long periods of time, running multiple programs at the same time. Schwartz will show you how to work (and live) in a way that is more productive and more satisfying, the secret to renewing your energy when demand is high and time is scarce and will offer a clear understanding of the four needs you must meet in order to perform at your best.

About Tony Schwartz

Tony Schwartz is President and CEO of The Energy Project, a company that helps individuals and organizations perform better and more sustainably. He spent the first part of his career working as a journalist. He is a frequent contributor to the *Harvard Business Review* (HBR) and is one of HBR's most popular bloggers. He also blogs regularly on the Huffington Post and on Oprah.com.

Blake Mycoskie



Conscious Capitalism and the Future of Business

Recertification Credit: General

Tuesday, May 1, 2012 | 8:30 a.m.–9:45 a.m.

In this visionary talk, Blake Mycoskie shows how to succeed in a new era of relentless competition and heightened social awareness. He also shares his secrets for starting, growing, and sustaining new businesses. He answers the following questions: How do you make money and do good simultaneously? How do you turn ideas into great businesses? And how do you create businesses that people love, and love to talk about? At TOMS—a self-sustaining, for-profit company—the act of giving is the cornerstone of its business model, integral to its financial success. In a behind-the-scenes look at how it all works, Mycoskie shares counterintuitive ideas (“In tough times, give more!”) that you can apply to your own business. His bold, winning strategies are proven, and have been talked about by Bill Clinton, the Obama administration, and the hundreds of thousands of customers that have joined the TOMS Movement by buying a pair of shoes. Inspired, inspiring and most of all practical, Mycoskie presents a new direction for business, offering TOMS as his prime case study. After hearing him speak, you too will know why giving just makes sense.

About Blake Mycoskie

Upon learning that most children in developing countries grow up barefoot, Blake Mycoskie created TOMS Shoes with a simple promise: to give a pair of new shoes to children in need with every pair sold. The One for One business model harnesses the power of consumers for good and has become the hallmark of social enterprise, now taught in universities around the world. TOMS has given over one million pairs of new shoes to children through giving partners around the world in 28 countries.

Mycoskie is an entrepreneur who grew up in Texas, and has created five businesses since college. His first was a successful national campus laundry service; his second start-up, Mycoskie Media, caught the attention of Clear Channel Media and was bought by the company. Between business ventures, he competed in the CBS' primetime series, “The Amazing Race,” in 2002.

“One of the most interesting entrepreneurs (I've) ever met.”

President Bill Clinton

Keynote Presenters (continued)

Gina Rudan



Practical Genius: Change the Game for You and Your Business

Recertification Credit: No Credit Awarded

Wednesday, May 2, 2012 | 11:30 a.m.–12:30 p.m.

Most people consider genius to be a gift, a lightning bolt from the gods that strikes folks like Einstein or Mozart but not the rest of us. Not true! Practical Genius argues that every one of us has a capacity for genius—a unique, instinctive, everyday genius that is waiting to be unleashed on our own lives. In this high-energy, interactive keynote, Rudan takes you on a transformative journey that is both inspirational and practical, showing you how to use your personal power to open doors, attract opportunity and succeed beyond your wildest dreams.

About Gina Rudan

Gina Rudan is the President of Genuine Insights Inc., a contemporary professional development and training practice whose mission is to leverage the genius within every individual and organization. Before launching her own practice, she held management positions at *Fortune* 500 companies including Avon Products and PR Newswire, where she was responsible for spearheading multicultural and international marketing efforts. In 2010 she was selected as one of *Poder* magazine's top "20 Under 40" Hispanics in the United States.

Position Yourself for Futu(r)e Success

Networking

Building and expanding your social and professional networks is critical to your future success. Grow in your profession by meeting other like-minded individuals from around the world who face the same challenges you do. Meet and learn from your industry peers, whether dining out at our very popular Meet to Eat program, or informally during one of our many exhibit hall activities. Connect with other professionals online before the conference as well to maximize your networking experience once you arrive at the conference.



Recertification Information

With over **10.5** recertification credits available, this conference is a chance for you to maintain your commitment to your career by getting your PHR®, SPHR®, or GPHR® credits over the course of three days in a single location. If you attend one of our preconference workshops, you can gain 4 additional recertification credits. And if you upgrade your registration to our Premium Package, you'll have an opportunity to earn up to 20 additional webcast credits.

View Sessions Online and Earn 20 Recertification Credits with the Premium Package Upgrade

The Premium Package Upgrade provides unlimited on demand/online access to sessions from the SHRM Talent Management Conference plus relevant sessions from SHRM's most recent Annual Conference. The package includes videos of select keynote speakers and live recordings of concurrent sessions (including detailed, downloadable PowerPoint slides and audio)*.

Earn up to 20 additional webcast recertification credits at your convenience, 24 hours a day, seven days a week.

Upgrade before prices increase on April 30.

* Some sessions might be excluded due to audiovisual problems and/or speakers not granting permission to include their sessions or slides.

Preconference Workshops

4.29
2012
Sunday

1:00 p.m.–5:00 p.m.

Succession Management: How to Recruit, Develop, and Retain Your High Performers

Recertification: 4 hours Strategic Business Management Credits

Workplace Application: You will be better equipped to recruit, develop, and retain high-performing employees who remain engaged in goal accomplishment.

This solution-oriented session helps you fortify human capital management initiatives and develop high-performers who will ensure goal achievement. Embarking on this initiative demonstrates an organization's long-term commitment to its people, its services, and its finances, and it shows a determination to maintain institutional continuity. This is a forward-thinking process, and it will give you the tools you need to retain high performers, fill gaps in development, respond to retirements, and engage different generational groups.

You will:

- Gain a deeper understanding of the four components of succession planning as well as the associated elements of each component
- Learn concrete steps to institute the process at his/her organization with associated timelines
- Gain an understanding of the limits to succession planning and when it should not be applied as well as pitfalls to avoid
- Receive an outline of the gap analysis process and how to apply it
- Gain a higher appreciation of the importance of generational differences and shifting paradigms; and
- Receive information on how to design intangible and tangible rewards for talented, high-performers and learn how to retain them.

Presenter: Terina R. Allen, SPHR, president & CEO, ARVis Institute, LLC, Dublin, Ohio



Negligent Hiring and Background Checks-Best Practices and Legal Compliance

Recertification: 4 hours General Credits

Workplace Application: Employee problems are caused by problem employees, and this session will help you avoid bad hires in the first place.

Negligent hiring is one of the fastest growing areas of employment litigation. Learn legally compliant best practices to keep a business productive and out of court, including how to obtain and utilize criminal record and background information on job applicants. Get updated on recent legal developments, and review case studies to demonstrate what steps employers should take and mistakes to avoid. Hear about cutting edge issues, such as the use of social networking sites, new technology and the EEOC approach to the use of criminal records and credit reports. Learn steps a firm can take immediately to avoid a bad hire by the effective use of the application, interview and past employment checking processes.

You will:

- Learn why background checks and due diligence have become mission critical for employers
- Understand the basics of a negligent hiring lawsuit and defenses that work and do not work
- Get acquainted with cutting edge issues such as the new EEOC focus on criminal records and credit reports and the use of social network sites
- Learn how to spend fraudulent employment and education credentials
- Get updated on the latest best practices and new technologies; and
- Learn steps your organization can take today to implement a legally compliant program and to hire the best employees.

Presenter: Lester S. Rosen, attorney and CEO, Employment Screening Resources (ESR), Novato, Calif.

Concurrent Sessions

10:45 a.m.–12:00 p.m.

Social Media Strategies to Recruit Ideal Candidates

Recertification Credit: General

Workplace Application: You will learn how to create a social media strategy to recruit ideal candidates.

In today's increasingly mobile/digital/social world, creating and implementing a comprehensive social recruiting strategy isn't just the next big thing; it's essential to your organization's success in sourcing and securing top talent. So how do you effectively assess resources, define goals, apply new technologies, and evaluate metrics and results? Join Jenny DeVaughn as she presents best practices for integrating tactical social media recruiting tools into your employer branding and recruiting strategy. Case studies will highlight the framework and processes that lead to success.

Presenter: Jenny DeVaughn, director, Social Strategy, Bernard HODES Group, Peachtree City, Ga.

The True Truth on Trust: How To Give It, Get It and Grow It!

Recertification Credit: Strategic Business Management

Workplace Application: This session will provide practical ideas, tools and resources on how to give, get and grow trust.

Trust is a key ingredient in business success. Layoffs, scandals, turbulent markets and a growing sense of loss and fear are taking a toll. This session will highlight the main factors causing the Trust Fall and discuss practical solutions for building relationships that include high trust. You will hear about a simple three-part model and tools that will allow you to evaluate, measure and manage trust in your organization, while gaining an appreciation for your role in this process. With these tools, you will be able to assess yourself, your team and your organization to determine your "Trust Factor."

If you are tired of talking about trust and ready to do something about it, then you are ready to hear The True Truth on Trust.

Presenter: Richard Fagerlin, president, Peak Solutions Inc., Fort Collins, Colo.

The Secret Is Out: How Realistic Job Previews Impact Turnover

Recertification Credit: General

Workplace Application: During this session you will develop realistic job previews for one or more jobs in your organization in order to improve retention and engagement.

Realistic job previews (RJPs) are a screening tool that can cut early turnover by 20% or more, yet many recruiters overlook them because they don't come pre-packaged like an assessment. RJPs are an experience that must "smack the senses" and bluntly address why employees leave or fail. In this highly interactive session we will review proven RJPs for the health care, fast food, call centers, and manufacturing industries and then build and share RJPs for your company. You will leave with a proven tool to improve retention and also engagement in your organization.

Presenter: Richard Finnegan, CEO, C-Suite Analytics, Longwood, Fla.

The Candidate as Customer: Myth or Trend? Inevitable or Impossible?

Recertification Credit: General

Workplace Application: You will learn new ways of thinking about how to align your recruiting function to your organization's mission, goals and strategies.

What exactly would a world-class customer experience look like if we translated it to the recruiting process? Would it change your welcome message? How easy would it be to qualify as a "customer"? This session will answer these questions and more as we explore who really thinks of candidates as customers. At the conclusion of this session, you will understand and be able to apply the principles of engagement to your recruiting processes. We will establish and discuss the minimally acceptable candidate experience standards and identify best practices in the treatment of candidates. Finally, we will relate the differences between the content and relationship needs of prospects and candidates in a recruiting pipeline.

Presenter: Gerry Crispin, SPHR, principal, CareerRoads, East Brunswick, N.J.

4.30
2012
Monday

Concurrent Sessions (continued)

4.30
2012
Monday

Can We Do That?! The Latest News in Employee Selection Procedures

Recertification Credit: General

Workplace Application: This program reviews current legal, legislative and regulatory trends for how, when and why you may use a wide variety of selection procedures.

Congress, federal and state regulatory agencies, and legislatures continue to analyze and consider possible alternatives and limitations as to how, why and when you may use a variety of selection procedures including and not limited to credit/criminal information, (un)employment status, integrity and other tests and assessments, social media tools and much more. Join this interactive presentation as we compare and contrast the latest news in regulatory, legislative and legal trends in employers' use of selection procedures.

Presenter: Christine V. Walters, MAS, JD, SPHR, independent consultant and author, FiveL Company, Westminster, Md.

Emerging Markets: Relocation and Talent Management Solutions for Success

Recertification Credit: International

Workplace Application: This interactive session will equip you with global talent management insights critical to success in emerging market business ventures.

Even with burgeoning inflation and monetary tightening in many emerging markets, much of today's global economic growth is anticipated to come from BRICS countries (Brazil, Russia, India, China and now South Africa) combined with a series of other fast-growing markets dispersed throughout the world. Meeting financial targets through business ventures with any of today's emerging market countries requires more than standard rigor and discipline. Sound business plans account for how cultural norms and local business practices impact workforce performance as much as how cutting-edge relocation solutions drive corporate effectiveness. This session will provide you with the information you need to successfully navigate these emerging markets as you build your talent management plans.

Presenter: Stéphane Brahy, director, Global Consulting Services, Cartus Corporation, Chicago, Ill.

1:30 p.m.–2:45 p.m.

Back by Popular Demand! Innovation in Recruitment: Best Practices for Building a Powerful Plan

Recertification Credit: General

Workplace Application: This session will help you build a short-term and long-term recruitment plan, leveraging new technology to target and attract the right candidates.

As the recruitment landscape grows increasingly more fragmented, companies are searching for ways to effectively reach top talent. New technology and changing demographics are creating recruitment challenges—but also creating an opportunity for those who embrace it. You will discover unique and effective recruitment channels and learn how organizations are leveraging new technology and tools to attract, engage and capture the right talent. At the conclusion of this session you will understand how to build a short-term and long-term strategic recruitment plan and will discover how to effectively measure and improve your overall recruitment function.

Presenter: Matt Adam, vice president & chief talent strategist, NAS Recruitment Communications, Cincinnati, Ohio

Great Onboarding: Values, Technology and Passion

Recertification Credit: General

Workplace Application: This session will show you how to create an onboarding experience that engages your new hires, keeps them out of trouble and makes them take charge of their own professional development.

Companies face the challenge of onboarding new hires with fewer resources and reduced budgets. In addition, Gen Y employees come to work with drastically different life experiences, skills and expectations. Without a new onboarding approach, companies will see lagging productivity, embarrassing mistakes and costly turnover. Organizations need to move away from the "one size fits all" onboarding approach, personalize the experience and take advantage of digital skills common to more and more new hires.

Presenter: Todd Hudson, head maverick, Maverick Institute, Portland, Ore.

Concurrent Sessions (continued)

Attracting, Retaining and Engaging the Hispanic/Latino Workforce

Recertification Credit: General

Workplace Application: *This session will highlight and describe the challenges facing employers with a Hispanic/Latino workforce.*

This session will teach you about the Hispanic/Latino workforce and HR challenges regarding performance expectations, recruitment, retention, total rewards and employee relations. You will understand the 2010 census demographics and what you need to do to prepare for your changing workforce as it relates to this demographic. This session will help you analyze and evaluate the relationship between you and your Hispanic/Latino employees. Understanding these employees will help you balance their needs in order to achieve your strategic goals, objectives and values.

Presenter: *Di Ann Sanchez, SPHR, president and founder, DAS HR Consulting, LLC, Hurst, Texas*

How to Leverage Hiring Managers as Your Secret Recruiting Weapon

Recertification Credit: General

Workplace Application: *Learn best-practice, real-world strategies for turning your hiring managers into your recruiting secret weapon.*

For all of the talk about employer branding, improving quality of hire, and competing for top talent, not nearly enough focus has been given to the role of the hiring manager. In this fun how-to session, John Vlastelica, former Recruiting Director with Amazon.com and Expedia, will guide you through the top 10 actionable strategies you can take back to your offices to fully leverage your hiring managers as attractors of talent, direct sourcers, interviewers, closers, and talent leaders. You will learn actionable strategies to help you set up the interview process and team so that you select and sell top talent effectively. You will also learn how to lead and influence hiring managers so that they see their roles as more than just passive participants in a recruiting process; get them to see their true roles as talent leaders. Hiring managers can and should be your secret weapon!

Presenter: *John Vlastelica, managing director, Recruiting Toolbox, Inc., Redmond, Wash.*

How to Document Performance and Disciplinary Actions in a Legally Sensitive Manner

Recertification Credit: General

Workplace Application: *You will learn how to document sensitive and problematic information in a manner that will withstand legal and public scrutiny.*

In this interactive session, you will learn practices and techniques to document performance evaluations, disciplinary actions and other potentially sensitive information in a factual, objective and legally defensible manner, as well as practices you can utilize to transform your evaluations into a professional development tool. We will discuss the importance and legal significance of drafting candid evaluations and sensitivities associated with the lack of consistency and non-factual communications. This session will also help you identify the types of conduct that can expose you and your company to liability.

Presenter: *Eartha Jean Johnson, SPHR, president and CEO, LegalWATCH, Houston, Texas*

Strategies for Closing the Human Potential Gap

Recertification Credit: Strategic Business Management

Workplace Application: *This session will introduce breakthrough concepts and strategic approaches to employee engagement, talent management and development, and staffing.*

Research shows that the U.S. is suffering from a severe gap in employee engagement that threatens the economy here and abroad. This gap is impacting productivity, innovation and even employee health and well-being. To compete in an increasingly competitive environment, you must find effective ways to increase employee engagement and productivity. By doing so you will help your organization capitalize on the potential of every employee to deliver the quality of discretionary effort and creativity that generates robust business results. This presentation will demonstrate the power of leveraging employee passions as a strategy for maximizing the human potential in every organization. Specific, actionable strategies for aligning employees' passions and skills with work roles will be discussed. Our research proves that these are key factors in generating top performance, stimulating discretionary effort and ensuring that employees are as productive as possible.

Presenter: *Alaina Love, SPHR, president, Purpose Linked Consulting, Flint Hill, Va.*

4.30
2012
Monday

Concurrent Sessions (continued)

5.1
2012
Tuesday

10:45 a.m.–12:00 p.m.

A Practical Guide for Your Social Media Strategy

Recertification Credit: General

Workplace Application: Attend this session and learn how you can improve your organization's social media strategy and how to use it as part of your talent management strategy.

Social media has led to new paradigms in talent management, impacting recruitment, screening and selection. Although this has tremendous benefits, it has also resulted in a number of challenges. Social media has many positive qualities that can be strategically exploited by organizations, but, as with most good things, moderation is still key, and a clear strategic plan is essential. When organizations establish a social media strategy as part of your overall organizational strategy, you can avoid legal challenges and staffing mistakes related to the use of this new technology. The goal of this presentation is to highlight current social media practices in organizations with a focus on how social media is being used in the talent management field.

Presenter: Mark J. Schmit, Ph.D., SPHR, vice president, Research, SHRM, Alexandria, Va.

Employee Engagement & Operational Excellence: Two Sides of the Same Coin

Recertification Credit: Strategic Business Management

Workplace Application: Learn how to leverage HR's evolving role in creating the climate for exceptional business performance and boosting employee engagement.

Operational excellence is impossible to achieve without a highly engaged workforce. But what does employee engagement really mean and what's your role in creating it? In this session, you will learn how the degree of design involvement and control over work processes is directly tied to levels of engagement. We will also discuss how you can partner with operational leaders to accelerate organizational transformation as

a higher engaged workforce leads to great productivity and ultimately a better bottom line. At the end of this session, you will be able to describe how the degree of control over work processes is directly tied to levels of engagement, list the steps for building robust problem-solving capabilities across the organization and describe the three coaching techniques to help leaders learn how to give the front lines greater control over their work—all of which will lead to increased employee engagement.

Presenter: Karen Martin, principal, Karen Martin & Associates, LLC, San Diego, Calif.

Implementing Talent Management Metrics for Maximum Effect

Recertification Credit: Strategic Business Management

Workplace Application: This session will describe the individual and business value in using American National Standards for cost per hire and workforce planning in your organizations.

Recently, the American National Standards Institute designed a staffing metric and related process as American National Standards. The cost-per-hire standard provides a universal approach to calculate the cost to hire talent, while the workforce planning standard delivers a uniform approach for developing an organization's staffing. Forward-thinking HR leaders now have the opportunity to share, compare and improve how you acquire talent using an "apples to apples" approach. During this session, we will explore how to implement these standards in your organization to extract the most business value possible from your staffing operations. We will discuss how you can use the information from these standards to make successful business cases to line management that sustain and advance your talent acquisition strategy. Finally, we will discuss the international aspects of talent acquisition standards.

Presenter: Lee Webster, director, HR Standards, SHRM, Alexandria, Va.

Concurrent Sessions (continued)

Motivation-Based Interviewing: A Method for Hiring High Achievers

Recertification Credit: General

Workplace Application: You will learn how to improve your organization's quality-of-hire using motivation-based interviewing.

It is common for most interviewers to assume that an applicant's skill level is the most reliable indicator of his/her performance level; however, it's not so. Many hiring mistakes can be traced back to interviewers who used the wrong criteria to predict future job performance. This fast-paced, interactive session introduces motivation-based interviewing (MBI) and explains why it is more effective for identifying top talent. You will walk away with easy-to-use, yet highly effective, interviewing techniques that will help you to hire more high achievers.

Presenter: Carol Quinn, CEO, Hire Authority, Delray Beach, Fla.

Caught Between a Rock, a Hard Place, and a Flame Throwing! Managing I-9 and E-Verify Compliance

Recertification Credit: General

Workplace Application: This program will reveal best practices in managing I-9 and E-Verify obligations and provide tips for standardizing your policies and procedures.

In light of increasing I-9 and E-Verify enforcement, you must ensure that your hiring policies and practices conform to the latest federal and state rules while being careful to dodge potential employee anti-discrimination claims. This interactive session will explain this delicate balancing act, provide an overview of the I-9 audit landscape, and examine recent case studies to highlight the logistical and legal challenges in submitting employees to the E-Verify system. You will be able to build the business case to revise your own I-9 policies and procedures in light of recent enforcement trends and discrimination issues.

Presenter: John Fay, general counsel, LawLogix Group, Inc., Phoenix, Ariz.

Lead Your Organization to Professional Paradise & Beyond

Recertification Credit: Strategic Business Management

Workplace Application: This presentation provides a proven methodology for creating an organization-wide culture of employee engagement.

Would employees in your organization say they work in a professional prison or a professional paradise... or somewhere in-between? Evidence indicates that far too many people feel stuck in their jobs—especially as they are asked to do more with less on a daily basis. Perhaps that's why disengagement is still consistently cited as a top concern within organizations. And while engagement is without question a personal matter, you play a crucial role in supporting employees to create their own professional paradise. You will walk away knowing how to develop your own personal accountability for engagement and job satisfaction and lead your organization in learning how to escape from stressed to satisfied, pooped to productive and stuck to soaring.

Presenter: Vicki Hess, RN, MS, CSP, principal, Catalyst Consulting, LLC, Owings Mills, Md.

2:00 p.m.–3:15 p.m.

Employment Branding: Attract Talent and Foster Engagement

Recertification Credit: General

Workplace Application: This session will enable you to evaluate your communications materials and effectiveness in creating your organization's brand image.

Are you ready to maximize the power of your company's brand? This session will give you the tools required to create your own unique employer brand as well as create strategies to brand and market your organization to potential qualified applicants. You will also gain tips on branded communications for the entire employee lifecycle from best practice case studies, and how to turn employees into brand ambassadors for your organization.

Presenter: Jody Ordioni, president, BRANDEMiX, New York, N.Y.

5.1
2012
Tuesday

Concurrent Sessions (continued)

5.1
2012
Tuesday

Strategies to Retain and Engage Military Veterans

Recertification Credit: General

Workplace Application: *This session will provide a solid overview of retention issues specific to military veterans and provide solutions to overcome them.*

Over 180,000 service men and women transition annually from military jobs to civilian life. The unemployment rate for veterans soared to 15.2% in January—the highest rate recorded since the Bureau of Labor Statistics began tracking this data in 2006. In order to stay competitive in the global marketplace, where the war for talent is more present, you need to take advantage of this untapped section of the workforce. You will learn the common frustrations military veterans have with civilian employers that, if not mitigated, will cause them to leave. Service members have different integration needs, and vet-to-vet mentoring can be a challenge if you don't have a lot of former military employees. A veteran employee resource group can provide more than just employee engagement; it can drive real business value if leveraged properly. We will also cover recommended HR programs and policies to support military employees still serving in the National Guard and Reserves and their family members to ensure you hold on to your investment.

Presenter: *Lisa Rosser, military recruiting consultant, The Value of a Veteran, Herndon, Va.*

Dude, What's My Job? Recruiting, Onboarding, and Retaining Millennials in the New Workforce

Recertification Credit: General

Workplace Application: *This session will provide strategies and best practices for recruiting, onboarding, retaining and engaging millennials as they transition from students to professionals.*

Recruiting, onboarding, and retaining millennial employees can be incredibly demanding, especially considering that only 10% of new hires will make it to their two-year anniversary. Does your organization have a strategy to engage and retain these new entrants into the workforce? This session will help you leverage the strengths, weaknesses, assets, and liabilities of millennial employees to ensure a smooth transition into the workplace. Workplace expert Brad Karsh will show

you how you can help millennials bridge the difficult gap between college and the working world, create a work environment that is empowering but structured and challenging for every millennial employee and develop retention programs for millennials that will build high-performing, happy employees.

Presenter: *Brad Karsh, president, JB Training Solutions, Chicago, Ill.*

Flexibility as a Talent Management Strategy — The Impactful, Affordable Solution to Engaging Post-Recession Talent

Recertification Credit: Strategic Business Management

Workplace Application: *Attend this high-energy, engaging presentation and learn practical advice you can take back to the office to incorporate flexibility as part of your talent management strategy.*

This new economy is forcing organizations to think differently about their talent management (TM) strategies. Studies show that as much as 81% of your workforce may be looking for other opportunities. The engagement and retention of your top talent is at risk which directly impacts the success and sustainability of your organization. There may be many strategies to choose from but which one will have the greatest impact without breaking your budget? The answer is flexibility. Join Teresa Hopke as she outlines the steps for making flexibility an integral part of your TM strategy. Hear first-hand how she fully integrated flex and talent management in her previous role as the head of Talent Management at the fifth largest accounting firm in the country in order to evolve the culture and create an award winning workplace. She'll share:

- Why it makes sense to embed flex within a TM strategy rather than a stand-alone focus;
- Strategies for integrating flex into each specific area of TM;
- Stories and best practices of top-performing companies that are embedding flex into their Talent Management strategies; and
- Best ways to covertly change the culture of flex by leveraging TM strategies.

Presenter: *Teresa Hopke, principal and SVP of Client Relations, Life Meets Work, Park Ridge, Ill.*

Concurrent Sessions (continued)

Turning Talent into Productivity at Last—Measuring and Managing the New Employee Value Equation

Recertification Credit: Strategic Business Management

Workplace Application: You will learn a revolutionary equation for measuring employee value beyond performance and potential.

The true value of an employee is no longer determined just by his or her technical skills, expertise or current performance. In order to determine the total value an employee adds to an organization, and therefore who to retain, develop and further compensate, leaders need a new ROI metric, one that moves beyond performance and incorporates “emotional expensiveness.” The presenter will introduce a revolutionary value equation and teach key strategies for maximizing productivity. You will gain fluency in the new employee value equation – the Employee Value Return on Investment ratio (EV-ROI) and learn how to apply it in a systematic way throughout your organization. You will also learn how to connect employee value to productivity and how to predict for the organization talent’s true ability to deliver on strategic initiatives. This session will completely change how you look at recruitment, retention, compensation and succession planning.

Presenter: Cy Wakeman, president, Cy Wakeman, Inc., Omaha, Neb.

Project Management Strategies for Recruiting and Staffing

Recertification Credit: General

Workplace Application: You will learn key elements of project management and how to apply those elements to the recruiting and staffing process to improve overall staffing success and satisfaction.

More than ever, recruiting and staffing is a multi-dimensional process of contracting with hiring managers, third-party recruiting organizations, and even candidates, job prospects and leads. How we manage all of the moving parts of the recruiting process is essentially the skill of project management. This session will discuss how to set up the project of recruiting effectively and how to execute the various stages of the project using key project management strategies.

Presenter: Jeremy M. Eskenazi, SPHR, managing principal, Riviera Advisors, Inc., Long Beach, Calif.

3:30 p.m.–4:45 p.m.

What Video Games Can Teach Us About Employee Engagement

Recertification Credit: General

Workplace Application: Applying four key gaming concepts to talent management efforts will help you assess and improve employee engagement and morale.

What if your company’s recruiting, onboarding and talent programs inspired employees to engage their jobs with the passion they display when playing on their Wiis or Xboxes? The innovative new trend of gamification draws on game design techniques to create fun and engaging experiences for the user. Using this new gamification technique in your workplace could dramatically improve every engagement measure you can think of. How do game designers grab players’ attention and keep them engaged for hours and hours? It’s not by accident; game designers use sophisticated tools and solid concepts to create successful programs. Attend this session and learn some of the gaming concepts you can use right away to engage your employees and integrate them into your talent management/engagement strategy.

Presenter: Todd Hudson, head maverick, Maverick Institute, Portland, Ore.

Toto, We Are Not in Kansas Anymore: AAP Strategies for the New OFCCP Initiatives

Recertification Credit: General

Workplace Application: This session will help you understand and learn about the new OFCCP regulations and what strategies you can implement so your Affirmative Action plan is audit ready.

The OFCCP has upped the stakes for Affirmative Action compliance, leaving many of us looking for new knowledge, bravery for the battles ahead, and the heart to enact changes. You will leave this session with new strategic action steps to survive an audit and implement changes to confidently go down the yellow brick road like Dorothy to meet the Wizard!

Presenter: Tim Orellano, PHR, president, The Human Resources Team, Little Rock, Ariz.

5.1
2012
Tuesday

Concurrent Sessions (continued)

5.1
2012
Tuesday

Global Talent Management in Economically Volatile Times

Recertification Credit: International

Workplace Application: Attend this session and gain a clearer awareness and understanding of tools and techniques that you can use to manage changing international workforce conditions.

Do you have or share responsibilities for international HR? Wondering how you will manage them as the global economy changes? In this session we will briefly review globalization, its key drivers and internationalization trends that will impact your processes. Then learn how you can handle the challenges they present the HR function—staffing and beyond—and review tips, tools and sources of information that help you add value to international operations in tough economic times.

Presenter: Howard A. Wallack, MA, MSc, GPHR, director, Global Member Programs, SHRM, Alexandria, Va.

Back by Popular Demand! Strategic Selection Using Emotional Intelligence

Recertification Credit: General

Workplace Application: You will gain valuable techniques for asking questions that validate the presence or absence of critical EQ skills in candidates.

Studies show that 46% of newly hired employees will fail within 18 months and the majority of the reasons are related to low Emotional Intelligence of candidates. The stakes are high as hiring managers are confronted with the challenge of interviewing candidates that are savvier than ever. This presentation provides concise, easy-to-follow strategies for understanding and measuring Emotional Intelligence in candidates.

Presenter: Jen Shirvani, CEO, Penumbra Group, Inc., Bedford, N.H.

Navigating Workforce Strategy: A Five-Step Action Plan to Align Leadership with Business Priorities

Recertification Credit: Strategic Business Management

Workplace Application: Learn language, a process, business drivers and key metrics to architect an effective workforce strategy that is aligned with business objectives.

Workforce demand and composition are shifting in response to economic, social and demographic trends. Talent assets need to be managed as aggressively as the fine-tuning that is applied to other organizational assets. Everything else fails if the right talent isn't in the right place. This requires an alignment of workforce strategy with business goals. This session will outline a five-step plan to identify and align top workforce priorities with the supporting practices required to perform at optimum levels.

Presenter: Michael Haid, senior vice president, Talent Management, Right Management, Pittsburg, N.J.

10 Ways to Make Exit & Engagement Surveys Work Better

Recertification Credit: General

Workplace Application: You will learn new thinking regarding the best ways to design and administer exit and engagement surveys.

Too often exit surveys result in no action and engagement surveys result in wrong action. Many times these surveys ask too many questions and any resulting changes become just more employee programs that don't make supervisors better. Learn three types of exit survey questions that provide the real data you need to improve retention, 10 engagement questions that will increase participation and improve results, and one question you should always ask on both that research indicates is the single-most important question for measuring effectiveness. You will learn specific roles you should play to ensure executives and managers leverage survey data to improve engagement and retention.

Presenter: Richard Finnegan, CEO, C-Suite Analytics, Longwood, Fla.

Concurrent Sessions (continued)

8:30 a.m.–9:45 a.m.

Are We Having Fun Yet? Keeping Your Brightest Employees Motivated

Recertification Credit: General

Workplace Application: You will learn current retention strategies that top employers are using.

Finding the perfect employee is one piece of the talent management puzzle. Keeping and developing that employee are different pieces that are just as important. What are you doing to create a motivating work environment? Do you have any retention strategies in place? Has your organization made it onto a “Best Places to Work” list yet? During this fun, interactive session, you will learn how to create a motivating work environment, why a one-size-fits-all approach to employee reward and recognition doesn’t work, and how to get buy-in from employees. You will walk away with new ideas and proven strategies to keep your employees highly motivated.

Presenter: Regina Clark, president, Clark Training and Development, Goshen, N.Y.

Reset, Reboot, Recover Your Operational Excellence

Recertification Credit: Strategic Business Management

Workplace Application: By learning to build effective business strategies, you will be prepared to return to your organization with the dynamic leadership abilities to redefine your operational excellence.

In this interactive presentation, you will receive a lively overview of the four key elements necessary to create and sustain a high-performance mentality and process throughout any organization. The presenter will focus strongly on the role of organizational leadership to create, emulate, communicate and reinforce the non-negotiable strategies necessary to sustain business success. This presentation will look at the real-world business challenges facing organizations today, as well as give you a specific implementation methodology to begin practicing upon immediate return to the workplace.

Presenter: Shane Yount, principal/author, Competitive Solutions, Inc., Alpharetta, Ga.

Using Assessments to Help Identify and Develop High-Potential Employees

Recertification Credit: General

Workplace Application: This session will show you how using assessments to measure characteristics that contribute to potential and growth will help you identify and develop high-potential candidates.

The growing global economy has strengthened the need for effective leadership at all levels. “Baby Boomer” retirements, recession-driven downsizing, and the demand for a highly skilled workforce are fueling a “war for talent” in which the organization with the best workforce wins. As a result, companies increasingly recognize the value in identifying, developing, and retaining high potential employees. In support of these efforts, assessments may be used to predict leader effectiveness and guide individual development plans. At the end of this session you will learn how to select assessment tools to help in the process of identifying and developing high-potentials as well as understand how assessment results can be used to facilitate individual development planning.

Presenter: Jocelyn Courtney-Hays, manager, Talent Measurement Solutions, Human Capital Solutions, part of a TALX Company, Carmel, Ind.

Running of the Bulls: How to Keep Your Employees from Stamped Out the Door

Recertification Credit: General

Workplace Application: You will learn how to dramatically increase employee retention and reduce costly employee turnover.

According to a recent survey from Adecco Group North America, 54% of employees plan to look for a new job as soon as the economy turns around. The sentiment is even stronger among younger workers. Of those ages 18-29, 71% say they are likely to look for a new job after the recession. In this session, we’ll discuss what you can do to keep the floodgates closed. We’ll discuss why employees will be fleeing the moment things turn around and strategies you can use to prevent this stampede from happening. Learn the drivers of employee engagement and how you can create a work environment where people remain because they want to, not because they have to. We’ll share five proven strategies for creating a more engaged workforce that won’t bust your budgets.

Presenter: Roberta Matuson, president, Human Resource Solutions, Florence, Mass.

5.2
2012
Wednesday

Concurrent Sessions (continued)

5.2
2012
Wednesday

Building a Diversified Recruitment Marketing Plan in 30 Days—Moving Beyond Job Boards

Recertification Credit: General

Workplace Application: Attend this session and learn about digital channels and how to implement online campaigns that improve candidate quality, and increase hiring yields and ROI.

You are feeling the pressure to move beyond job boards, yet are paralyzed by the thought of eliminating them from their talent management plans. Neil Costa will present a 30-day plan to cross the chasm from job boards to diversified digital recruitment marketing. From Facebook to Google, from Indeed to YouTube, you will see how you can rapidly innovate on a budget, increase targeting and improve candidate quality and hire yield. This session will show you how to target candidates with relevant education and work experience in the right geographies using online advertising. You will walk away with an understanding of the flexibility of digital marketing tools and the ability to adapt them to market changes and lessons learned.

Presenter: Neil Costa, CEO and founder, HireClix, Glou, Mass.

Understanding the Foreign Corrupt Practices Act—Practical Advice for Risk Mitigation and Compliance

Recertification Credit: International

Workplace Application: This session will help you develop protocols and training plans, and better engage your counsel and compliance officers on compliance trends and FCPA issues.

With increased tension surrounding global migration, governments are expanding oversight and enacting legislation addressing migration and labor issues. Whether responding to an audit or investigation, requesting that the government expedite the entry of key employees into a country, or seeking to influence legislation or regulations, the current environment creates opportunities for a company to run afoul of the Foreign Corrupt Practices Act (FCPA) and expose itself to adverse media or increased oversight by government officials. You will hear about the role a compliance officer must play within a company and how best to minimize risk while facilitating the growth of your

business. You will walk away with a framework for the FCPA and export control obligations and will learn what steps you should take to avoid problems and what steps to take should problems arise. You will also leave with a better understanding of what actions you are allowed to take when interacting with government officials.

Presenter: Lynden Melmed, partner, Berry Appleman & Leiden, LLP, Washington, D.C.

10:00 a.m.—11:15 a.m.

Strategies for How and When to Use Video Interviewing

Recertification Credit: General

Workplace Application: Learn to analyze how and when to budget for candidate interviews and the economic model for in-person interviews via those conducted by video.

With global competition for talent, it is becoming increasingly difficult for companies to find talent in their local market. Many times the cost of bringing potential new employees from out of town or even out of the country in for interviews is cost prohibitive. Video interviewing is one of the most exciting innovations in talent acquisition that can address this challenge when recruiting from a geographically dispersed talent pool. But, for some organizations, it remains the elephant in the room and companies are unsure how to take advantage of it. Is it reliable? Will it create compliance issues? Does it really speed up the hiring process? How do you budget for it? We will address these questions as well as analyze if your organization's employment brand is aligned with the candidate interviewing experience. Finally we will engage two audience members in a live demonstration to see what it feels like to be on the other side of the camera.

Presenter: Chip Luman, SPHR, chief operating officer, HireVue, Draper, Utah

Concurrent Sessions (continued)

Diversity — Moving From Color to Cultural Inclusion

Recertification Credit: Strategic Business Management

Workplace Application: *It's time to explore the difference and understand what drives people to act the way they do and how organizations need to embrace these differences.*

Most companies today understand the business case for a diverse workforce. Study after study shows that diversity positively influences company revenues and profits due to the buying power of minority groups, the explosion of creative thinking from different viewpoints, and significant growth in the minority labor pool. So, why do diversity and inclusion programs fail? The answer is simple—most organizations prepare themselves for diversity of color; however, they do not understand the true diversity in cultures. It's time to explore the difference and understand what drives people to act the way they do and how organizations need to embrace these differences both today and in the future.

Presenter: *Stephen A Lowisz, president & CEO, Qualigence International, Livonia, Mich.*

Bang for Your Buck: Using Social Media to Recruit Passive Candidates

Recertification Credit: General

Workplace Application: *You will learn how to maximize social media to engage and recruit top talent currently employed at your competitors.*

Social media can be a powerful tool to recruit ideal, passive candidates. This session will give you an opportunity to learn how social media can enhance your recruitment search, plus the specific critical social media tools required to successfully attract passive candidates. Just as importantly, this session will show you the places where social media can flounder as part of your social media plan, and help you avoid any mistakes in this key recruitment process. Finally, you will understand how to incorporate your learnings into your overall engagement strategy and the importance of implementing a strategic candidate marketing process.

Presenter: *Jill Curley, strategic business and process development manager, JCSI Corporate Staffing, Westborough, Mass.*

Who's Lying? Spotting Deception When Interviewing and Hiring Applicants

Recertification Credit: General

Workplace Application: *You will learn practical skills for spotting deception when interviewing and hiring applicants.*

In this highly interactive session from a former U.S. Department of Justice attorney, you will learn skills to spot deception when reviewing resumes, checking references, and most importantly interviewing applicants. You will learn which cues to deception have been scientifically validated and which are based on myth. You will also learn effective questioning strategies for eliciting responses that are likely to indicate whether the person is lying as well as how to follow up when you detect deceptive statements and suspicious behavior.

Presenter: *Michael Wade Johnson, co-president, Training and Education, Global Compliance, Arlington, Va.*

The War for Talent: Leveraging the Latest Trends in Acquisition

Recertification Credit: General

Workplace Application: *You will learn what the latest trends are affecting talent acquisition and how to leverage these trends through effective improvements in recruitment.*

Top talent will always be in the minority regardless of the economy or market conditions. What has changed, however, is how workers and businesses behave in the recruitment process. In this social-networked, post-recession world, the focus is on the candidates, not the jobs. What are the trends directing this shift? How can you leverage them to build a new recruiting toolkit specialized for your business? Some of the trends we will discuss include how to take advantage of contractors/freelancers, as they are a cost-effective and flexible alternative to full-time hiring; how to tap online resources to locate qualified workers outside your local market; and how to promote positive employer branding messages as organizations need to develop a process for identifying and managing negative messages, while promoting and rewarding positive ones.

Presenter: *Gary Swart, CEO, oDesk, Redwood City, Calif.*

5.2
2012
Wednesday

Discover Innovative (R)esources at the SHRM Talent Management Exposition

Find solutions to your needs from knowledgeable vendors at our Talent Management Exposition. Leading industry companies will be featured at the exposition offering cutting-edge products and services you will need to enhance your organization and excel in your job. These companies will represent the following areas of expertise:

- Background investigations
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"I appreciated the chance to be exposed to other staffing professionals and learn about their experiences, challenges, and strategies in a professional environment."

2011 Talent Management Conference attendee

Hotel & Travel

The SHRM 2012 Talent Management Conference & Exposition will be held in the Washington, D.C., metropolitan area April 30–May 2, 2012.



Conference Site & Hotel

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HOTEL GROUP RATE: \$259

To make reservations, please call the Gaylord National Hotel & Convention Center at (301) 965-4000. These rates are in effect until March 29, 2012. Reservations made after March 29, 2012, will be taken on a space-available basis only. It is highly recommended that you make your reservations early because the hotel may sell out. **Be sure to mention the SHRM Talent Management Conference to secure the rate.**

Airline Information

The Gaylord National Hotel & Convention Center is approximately 8 miles from Reagan National Airport. A taxi ride from the airport to the hotel takes approximately 15-20 minutes and costs approximately \$30. Gaylord National is now proud to offer an exclusive, express shuttle service to and from Reagan National Airport (operated by SuperShuttle). The Shuttle operates from 6:00 a.m.– 8:00 p.m. daily and costs begin around \$20. More information regarding the shuttle can be found online at www.shrm.org/conferences/talentmanagement.

SHRM 2012 Talent Management Conference & Exposition Registration Form

4.30.12-5.2.12 | Washington, D.C., Metropolitan Area
Gaylord National Hotel & Convention Center

Conference Registration

One registration form per registrant. Please print clearly.

SHRM Member # _____

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Please Take a Moment to complete the following.

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Registration Rates	Member	Join Now*	Nonmember
Early Bird (until 2.17.12)	\$945	\$1,110	\$1,210
Standard (from 2.18.12-4.20.12)	\$1,110	\$1,275	\$1,375
On-Site (after 4.20.12)	\$1,265	\$1,430	\$1,530

* This fee includes both your one-year membership fee (\$165) in SHRM and your conference registration rate. Note: Under IRC section 162(e), 8% of the SHRM annual dues are not deductible.

Preconference Workshop Rates	Member	Nonmember
Succession Management: How to Recruit, Develop, and Retain Your High Performers	Registration + \$320	Registration + \$585
Negligent Hiring and Background Checks—Best Practices and Legal Compliance	Registration + \$320	Registration + \$585

One-Day Rates	Member	Nonmember
Monday, 4.30.12	\$440	\$705
Tuesday, 5.1.12	\$440	\$705

Online Access/Premium Package Upgrade	Member	Nonmember
Until 4.30.12	\$295	\$560
After 4.30.12	\$395	\$660

Add \$99 to extend access from 3 months to 6 months

Exhibit Hall Only Rates	Member	Nonmember
Monday, 4.30.12	\$80	\$80
Tuesday, 5.1.12	\$80	\$80

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- Cancellations must be in writing and faxed to (703) 535-6490 or emailed to CSCResearch@shrm.org.
- Cancellations will be assessed a \$250 administrative fee until December 31, 2011.
- Fifty percent (50%) of the registration fee will be refunded for cancellations received from January 1 through April 21, 2012.
- Cancellations received after April 21, 2012, are nonrefundable.
- If a SHRM member transfers his or her registration to a nonmember, the nonmember must do one of two things:
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 - Become a SHRM member at the time of the transfer.

Please Note: No refunds are available on the Premium Package Upgrade.

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Please make all checks payable to SHRM in U.S. dollars drawn on a U.S. bank. All phone and faxed registrations must be accompanied by a VISA, MasterCard or American Express number and signature.

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*2011 Talent Management
Conference attendee*



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