

Social Media in Recruitment

CONFERENCE 7th April 2011

WHO Should Attend

- Recruitment Agencies
- HR / Recruitment Professionals, Managers and Directors
- Recruitment Advertising companies
- Suppliers to the Recruitment Industry
- Job Boards

REASONS To Attend

- **Learn** the latest Social Media trends
- **Discover** how leading companies have implemented Social Media
- **Stay ahead** of your competitors
- **Network** with Experts and Peers



Book Online at:

<http://www.SocialMediainRecruitment.com>

Or telephone: 01962 883754

Includes **Success Stories** from previous Conference attendees and **Social Media Question Time**

PROGRAMME

- Building a **business case** for **implementing Social Media** – **Colin Cook**, Marketing Director - **British Army**
- Using **Social Media** to Raise Your **Employer Image** and Build a **Talent Pipeline** - **Becky Folb**, Global Talent Acquisition Manager – **Nokia**
- Getting the most from using **LinkedIn** effectively in recruitment - **Laurent Brouat** – Founder – **Link Humans**
- Beyond the CV - Gaining a competitive advantage through **Internet Sourcing** – **Katharine Robinson** – Sourcing Recruitment Manager – **Capgemini Consulting**
- How **Facebook** can be used by Recruiters to build a brand and generate hires – **Steve Evans** – Founder- **Net Natives**
- Multi-language use of Social Media in Europe for the Public Sector – **Huw Davies** – Head of External Communication - **European Personnel Selection Office**
- Developing A **Global Social Media Strategy** – **Matt Burney** - Resourcing and Community Exec - **G4S**
- **Social Media ROI** - What is it and how do you **measure** it? – **Andy Hyatt**- Head of Digital – Bernard Hodes Group