



MOBILE RECRUITMENT CONFERENCE

23RD OCTOBER 2012

WHO Should Attend

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



REASONS To Attend

- Learn **WHY** and **HOW** to “Go Mobile”
- Discover how leading companies have **IMPLEMENTED** Mobile Recruitment
- Discover how **Job Seekers** are now using **mobile to search for jobs**
- **Stay ahead** of your competitors

SPEAKERS From

PROGRAMME

- An Insight into **Job Seekers Mobile Search** Behaviour and **Future Mobile Trends** - **Emma Frazer**, Senior Industry Head for Careers - **Google**
- What you need to do to “**Go Mobile**” in Recruitment – **Darren Harris**, Head of Digital Strategy at **aia worldwide**
- **Mobile Recruitment Case Study** - **Jodie Craig** – HR Manager at **Krispy Kreme UK**
- Creating **Videos For Recruitment** Using Your **Mobile Phone** – **Jules Watkins** - Videopreneur
- Targeting jobs seekers through **QR Codes, SMS** and **Location Based Services** – **Gordon Lokenberg** – Recruiter at **InterimRS**
- Insights from the UK’s two largest surveys about **Mobile Recruitment** and **Mobile Graduate Recruitment** – **Dan Beynon** – Commercial Director at **Educate**
- Using **Mobile** as an **Employee Engagement Tool** - **Eric J Offner II**, Managing Director at **CB Mobile, CareerBuilder.com**

For more details visit: MobileRecruitmentConference.com