

# Two Conferences – One Venue!

**Social Media**

**in Recruitment Conference**

11th July 2013

*The Leading Social Media in Recruitment Conference - now in its 5th Year!*



**Mobile Recruitment Conference - 11th July 2013**

## Europe's Leading Social Media and Mobile Recruitment Conferences - 11<sup>th</sup> July 2013 – Hotel Russell, London

Discover how forward-thinking organisations (and past conference delegates) have:

- Embraced Facebook, LinkedIn, Twitter and other Social Media channels to recruit top talent
- Recognised how crucial Mobile is for job seekers to search and apply for their jobs using a mobile device
- Used Social Media to engage with potential hires and developed talent communities
- Successfully implemented Mobile as part of their recruitment strategy

### Reasons To Attend

- ✓ Discover how leading companies have successfully implemented Social Media and Mobile to attract new hires
- ✓ Learn from case studies featuring previous delegates
- ✓ Keep up to date with the latest Social Media and Mobile trends
- ✓ Stay ahead of your competitors and network with experts and peers

## JOINT MORNING PROGRAMME - SOCIAL MEDIA & MOBILE RECRUITMENT



### Recruiting in a World of Social Media & Mobile

*Keynote Speaker: Matthew Jeffery- Head of Global Talent Acquisition Strategy & Innovation at SAP*



### The Mobile World – Past, Current & Future Trends

*Alex Kozloff – Head Of Mobile – IAB  
(Internet Advertising Bureau)*



### Emerging Social Media Technologies

*Bill Boorman – Founder and disorganiser at  
#tru conferences*



### Past Delegate Success Story

*How Macildowie are enjoying great success using both Social Media and Mobile*

*James Taylor – Director – Macildowie*



### Past Delegate Success Story

*How UCAS have dramatically reduced their cost per hire through effective Social Media strategies*

*Daniel Logan – Recruitment Manager - UCAS*

## SEPARATE AFTERNOON PROGRAMME - MASTER CLASS SESSIONS



- ✓ **LinkedIn** - The latest strategies on how to maximise the use of LinkedIn to find and attract job seekers
- ✓ **Facebook** - Making Facebook a really effective part of your recruiting strategy
- ✓ **Google +** - How to get great results from using other Social Media channels including Google+



- ✓ **Why** mobile has become an essential part of recruitment and **how** to have a successful mobile strategy
- ✓ **Mobile Websites & Mobile Apps** - Which one to choose and the pitfalls to avoid **How to use Mobile Marketing** to attract targeted job seekers
- ✓ **How to use Mobile Marketing** to attract targeted job seekers

## Who Should Attend?

The Social Media in Recruitment & Mobile Recruitment Conferences have been designed for:

- ✓ **Private and Public Sector**
- ✓ **HR / Recruitment Professionals, Managers and Directors**
- ✓ **Recruitment Advertising Agencies** who advise their clients on Social Media & Mobile Recruitment
- ✓ **Recruitment Agencies** who want to use Social Media and Mobile to develop new business and source candidates
- ✓ **Job Boards** looking to introduce or already using Social Media and Mobile as part of their online services
- ✓ **Suppliers** of products and services to the recruitment industry

## Ticket Prices & How To Book

Saver Ticket: £297.00, plus VAT (before 30/06/2013)

Regular Ticket: £347.00, plus VAT (from 01/07/2013)

For further information and to book online visit:

<http://www.SocialMediainRecruitment.com>

<http://www.MobileRecruitmentConference.com>

Alternatively telephone: +44 (0) 1962 883754

Organised by:

