



TALENT ACQUISITION & RETENTION CAMP

This in depth three-day event delivers the fundamentals you need to learn how to effectively recruit, select and retain skilled employees that add value to your company. You'll also learn about the steps in the employment process including:

- 1. Sourcing:** Starts with the job description and a sourcing plan.
 - Learn "hands-on" how to create both of these critical pieces in a successful recruiting process.
- 2. Screening:** Application, Interviews, Testing and Background checks.
 - You will explore all these issues as you develop your own "How To" guide.
- 3. Selecting:** Evaluation, Rating and Communications
 - How you treat an applicant throughout the employment process says a lot about your company and can create a bonus "good will" benefit within the community. Learn to develop objective measures and how to create "good will" communications for your applicants.
- 4. Retaining:** Your Company has spent time and money to find and place the right employees, now how do you keep them from jumping ship?
 - Learn to measure and evaluate turnover and steps you can take to reduce unplanned and costly turnover.



Also Included With Your Registration:

- FREE CD on "Competing for Top Talent: Best Practices for Recruiting Truly Outstanding People" (A \$199 Value)
- FREE CD on "Behavioral Interviewing – Getting to Know the Real Person Behind the Application" (A \$199 Value)
- FREE CD on "Reducing Legal Risk in the Hiring Process" (A \$199 Value)

Who should attend?

- Human Resource Managers
- Personnel Managers
- Human Resource Professionals
- Recruiters
- Corporate Counsel
- Staffing Managers
- Talent Acquisition Managers

Why should you attend this Camp?

#1 HIRING THE WRONG PERSON COSTS YOU 3 TIMES THEIR SALARY!

#2 1 in 4 EMPLOYEES WILL QUIT THIS YEAR AND YOU WILL SPEND 3 TIMES THEIR SALARY TO REPLACE THEM.

You can't afford to miss it!

FACULTY BIOS:



Elizabeth L. Gross
HR Affiliates

Elizabeth L. Gross brings an effective combination of diverse Human Resource management experience and solid professional credentials with a strong focus on bottom-line results. Her 20 plus years of work experience spans both the private and public business sectors in healthcare/human services, high tech, telecommunications, education and utilities. She has worked for and with modest start-ups and large multi-state and multi-national companies, understanding their unique Human Resource needs. Ms Gross caps off her extensive hands-on experience with an undergraduate degree in economics, a graduate degree in industrial relations, and a lifetime certification as a senior professional in human resources (SPHR). Ms Gross has been an active member of business professional organizations, holding various state and local offices, including local president, for BPW, a national professional business woman's organization.



Steven J. Kraus
HR Affiliates

Steven J. Kraus, President/Owner of Human Resource Advantage, is a results-oriented Human Resources leader with over 25 years management experience in the healthcare/human services, retail, and manufacturing industries. Prior to starting Human Resource Advantage in 2001, Mr. Kraus was a senior Human Resource executive working exclusively for organizations with multi-state operations with employee counts up to 30,000. Mr. Kraus possesses a strong business orientation and has worked in both privately held and publicly traded organizations. Mr. Kraus has been a featured contributor, presenter and guest on Human Resource issues for the Louisville and Southern Indiana Chambers of Commerce, Small Business Development Centers, the Center for Nonprofit Excellence, university classes, local business print media and radio programming. Mr. Kraus has presented seminars nationally on Human Resource issues for various organizations and industry associations.

*Presenters subject to change.



TALENT ACQUISITION & RETENTION CAMP



November 10 - 12, 2008
TUSCANY SUITES & CASINO
LAS VEGAS, NV



RECRUITMENT, HIRING & RETENTION OF TOP TALENT



Talent Acquisition & Retention Camp
2807 North Parham Road, Suite 200
Richmond, VA 23294



EARN CEU, PHR & SPHR CONTINUING EDUCATION CREDITS!*



Once you have completed the Talent Acquisition & Retention Camp, you will receive a Talent Acquisition & Retention Training Camp Certificate of Completion. This program has been approved for 17.5 PHR and SPHR continuing education credits through the Human Resource Certification Institute (HRCI) and 1.5 CEUs through the International Association for Continuing Education and Training (IACET).



*CLE credits are also available upon request and subject to state approval.



*Schedule subject to change/All subjects will be covered.

DAY ONE: MONDAY, NOVEMBER 10
GETTING STARTED: FOUNDATIONS FOR RECRUITING

8:30 - 9:00 Course Overview & The Top 25
This opening session will provide a brief overview and explanation of the "building block" design and workflow of the upcoming training.

9:00 - 10:00 The 3 J's of Recruiting
Without a solid foundation or base, a building won't sustain the test of time. The same principal holds for recruiting.

10:00 - 10:15 Break
10:15 - 11:45 Hands-On Practice: Creating an Effective Job Description
In this "hands-on" session you will individually and with fellow attendees develop your own job description using the job description and competency tools we provide.

11:45 - 12:00 Key Resource List for Every HR Professional
HR is an increasingly complex business. Keeping up with all the changes, gaining and maintaining competency in the varied functions and services is a challenging task.

12:00 - 1:30 Lunch on your own
1:30 - 2:30 How do I Apply to Your Company?
This session will focus on the application, the application process and applicant tracking.

2:30 - 3:00 The Fine Art of Effective Candidate Sourcing
In today's global market, the hunt for talent is more challenging than ever. Do you shake the tree harder or find a new tree?

3:00 - 3:15 Break
3:15 - 3:45 Employment Branding a New Tool for HR
Employment Branding. Top employer's are taking recruiting, the hunt for talent, to the same level of product branding.

3:45 - 5:00 Legal & Ethical Issues
Know the laws, avoid the pitfalls. Help with office politics. In this session will review many of the relevant employment laws that impact the basic recruiting processes we have discussed so far.

DAY TWO: TUESDAY, NOVEMBER 11
SELECTION: EFFECTIVE STRATEGIES FOR TALENT ACQUISITION

8:30 - 8:45 Review Previous Day's Learning: What's on the Quiz?
This session provides a brief review of the previous days learning and reviews the topics that the Quiz will cover.

8:45 - 9:15 The Application Review & Initial Ranking
The application often provides the first impression applicants have of your company and it is used by the employer as the first step in the initial assessment of a candidate's qualifications.

9:15 - 10:15 Practical Assessment Tools
Many employers use some type of assessment to help evaluate a candidate's skill or fit for a job in an effort to reduce the risk of a "bad" hire. How much do we know about these tools we use and how well are they predicting success on the job?

10:15 - 10:30 Break
10:30 - 11:30 The Basics of Interviewing
"He interviewed really well, I liked him" What does that mean? Many hiring managers fall into the common interview trap of bias, selecting or favoring a candidate because we "liked" them, discounting the real qualifications for the job.

11:30 - 12:00 Behavioral Based Interviewing
Who's Behind the Curtain? The resume looks great and the initial assessments look promising, but do you really know this applicant? How well have they performed in the past and can they do well in your environment?

12:00 - 1:30 Lunch on your own
1:30 - 2:30 Hands-On Practice: Behavioral Based Interviewing (BBI)
In this "hands-on" session, attendees will use the job description they developed in an earlier session to select and write behavioral based questions based on the competencies they selected for their job.

2:30 - 2:45 Break
2:45 - 3:30 Effective Applicant Communications
What do your applicants think about your company? Turn "Rejection" into effective marketing and positive PR through thoughtful and well planned applicant communications. This session will focus on the many communications that can take place between the employer and the applicant.

3:30 - 4:00 The Hiring Decision
So you think you found the perfect candidate? Employers want to verify an applicant's work history education and skills, but they also have a responsibility to hire employees that are not a risk to their workforce, the company's clients, or vendors.

4:00 - 4:15 Break
4:15 - 5:00 More Legal & Ethical Issues
Offer letters & agreements: Do they say what you mean? In this session we will take a final look at the relevant employment laws impacting selection and the final two critical documents in the recruiting process.

DAY THREE: WEDNESDAY, NOVEMBER 12
PROTECT YOUR INVESTMENT: EFFECTIVE STRATEGIES FOR TALENT RETENTION

8:30 - 8:45 Review Previous Day's Learning: What's on the Quiz?
This session provides a brief review of the previous days learning and reviews the topics that the Quiz will cover.

8:45 - 9:30 Orientations and On-Boarding
Hired! Now what? Employers are looking beyond the paperwork jungle of standard orientations and recognizing the value of on-boarding and robust orientation programs in the retention and performance of new employees.

leagues across the nation have launched targeted employee assimilation programs to optimize employee retention. This session will provide a brief overview of the evolution of best practices as they apply to the initiation of the employee life cycle.

9:30 - 10:00 Employee Retention: Employee Needs versus Wants
Understanding what motivates your employees begins with understanding needs versus wants. Your employees need to be paid fairly (the law), they need the tools to do their job, but what do they really want? What will keep them working for you and what will motivate them to their most productive level?

10:15 - 10:30 Break
10:30 - 11:15 Coaching for Top Performance: The Added Value of Top Performers
We all know that top performers produce more than average employees, but how much more may surprise you. Learn the real value of top performers to your

organization and how coaching and performance management drives the bottom line of a successful organization.

11:15 - 11:45 Talk the Talk Using HR Metrics to Promote HR Value to Executives
HR wants a place at the table, to have the same level of respect and value from the corner office that operations and finance have traditionally enjoyed. HR provides a critical service to the organization, but how do we place a value on that service in terms that our top executives will understand and value?

11:45 - 12:00 Review Previous Day's Learning: What's on the Quiz?
This session provides a brief review of the previous days learning and reviews the topics that the Quiz will cover.

12:00 Course Adjourn
**Program subject to change.



REGISTRATION
November 10 - 12, 2008
Tuscany Suites & Casino

FOUR WAYS TO REGISTER:

Phone: 1-800-431-7571
Online: www.talentacquisitioncamp.com
Fax: 212-918-1568
Mail: Douglas Publications, LLC
PO Box 787
Williamsport, PA 17703

Register Early and Save \$200!

TUSCANY SUITES & CASINO

The Talent Acquisition & Retention Camp has negotiated a reduced room rate of \$85 Sunday-Thursday and \$135 Friday-Saturday per night. Please contact the hotel directly to make your hotel reservations.

255 East Flamingo Rd.,
Las Vegas, NV 89169-4708
1-877-887-2261 • www.tuscanylv.com

Mention you are attending the Talent Acquisition & Retention Camp to receive your reduced room rate. This rate will expire October 10, 2008, so act quickly!

RESERVE YOUR PLACE

TALENT ACQUISITION & RETENTION CAMP

- Early Bird (On or before October 10, 2008)\$995
(Payment must be received by 10/10/08 to receive the early bird discount)
Regular (After 10/10/08)\$1195

Team It!
Send 3 or more people from your organization and deduct \$100 per registration

REGISTRATION INFORMATION

NAME: _____
TITLE: _____
COMPANY: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ FAX: _____
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[] CHECK ENCLOSED FOR \$ _____
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CARD NUMBER: _____ - _____ - _____ - _____ EXP. DATE: ____/____
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