

2018 US Avature Conference

 March 6-9

 Mandarin Oriental Miami

Strategic HR in Action: Learn from HR leaders on how they are bringing innovation into their organizations and shaping the industry's latest trends to attract, engage, and retain talent.

Power User Track: Join our experts during these in-depth dynamic sessions on recruiting best practices and technical aspects of the Avature platform.



Tuesday, March 6

04.00 pm – 06.00 pm



Pre Conference Workshop

Making a Lasting Impact: TA Metrics at the Core of Business Strategy

[Ernie Kueffner](#), SVP Americas, [Avature](#), and [Annie Hartman](#), Regional Sales Manager, [Avature](#)

As a forward-thinking HR leader, you already measure the success of your talent acquisition programs. But are you leveraging all the key metrics? In the global competition for talent, superior recruiting requires a more strategic approach. We are seeing companies cultivate true engagement—where candidates, recruiters and hiring managers are all highly involved in the complete recruiting process. To continue improving the hiring process, recruiting organizations should focus on maximizing the effectiveness of these relationships. So if these relationships are essential for strategic talent acquisition, what exactly are the key metrics to measure its success? Join Ernie Kueffner and Annie Hartman to discover how to tailor recruiting metrics to a particular business, its departments, and its different types of jobs. They will also identify the key measurements—including the single most important metric—for servicing stakeholders and successful hiring. To round out the workshop, attendees will split into small groups to examine the effectiveness of their current metrics and identify opportunities for better recruiting insights. These groups will discuss metrics that indicate success among key stakeholders and across different industries, with the goal of defining a top-line list of metrics that truly matter.

6.00 pm – 8.00 pm



Opening Cocktail Reception



Wednesday, March 7

06.30 am – 07.30 am



Morning Run with a View

07.00 am – 08.30 am



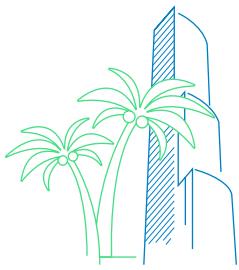
Al Fresco Breakfast

08.30 am – 09.00 am



Opening Remarks

[Dimitri Boylan](#), CEO, [Avature](#)



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Wednesday, March 7

09 .00 am – 09.45 am



Strategic HR in Action

Shoot for the Moon! Epic's Use of Avature Portals to Engage Internal Stakeholders and New Hires

[Molly Stiffler](#), Corporate Recruiter & Sourcing Lead, [Epic](#), and [Jeff Sonntag](#), Recruiter, [Epic](#)

In 2017, the Epic team explored their implementation and solution design process. This year Molly and Jeff will share how they further streamlined the hiring and onboarding processes to optimize the experience for both internal stakeholders and candidates. Learn how Epic utilizes a portal for internal stakeholders to improve the collection of feedback and manage different types of interviews. Discover how their new onboarding solution helps them deliver a great candidate experience as new hires settle into their jobs.

09.45 am – 10.30 am



Strategic HR in Action

How Cisco Transformed the Candidate Experience

[Jim Powers](#), Global Head TA Operations Management, [Cisco](#)

Join Jim to review the candidate experience and the pain points experienced that led Cisco to partner with Avature. He'll take you through the improvements Avature has helped to provide in the updated end-to-end candidate journey, as well as discussing areas related to sourcing, application, interview, offer, and onboarding. Jim will also share future processes and next steps in digitizing the future of candidates.

10.30 am – 11.00 am



Coffee Break

11.00 am – 11.45 am



Strategic HR in Action

How to Harness the Gig Economy & Stay Ahead of The Game with Avature Contingent Workforce Management

[David Pumpelly](#), VP Enterprise Talent Solutions, [Avature](#), and [Nina Jaksic](#), Product Marketing Specialist, In-store Recruiting, [Avature](#)

The emerging flexible workforce has already disrupted major industries in unexpected ways. Rather than waiting for the gig economy to catch them by surprise, leading businesses are taking advantage of it to contract the right talent at the right time. In this session you will discover how your organization can benefit from a proactive approach to the flexible labor revolution and learn about core HR competencies for attracting, hiring, and maintaining a contingent workforce.

11.00am- 11.30am

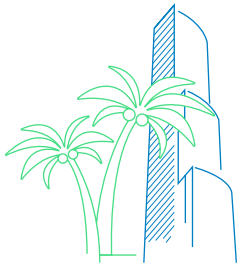


Power User Track

PUT Together!

[Jim Schnyder](#), Sourcing Lead - Sourcing Center of Excellence - Talent Acquisition, [PepsiCo](#)

In this opening session Jim will kick off the Power User Track with his rapid-fire tips and tricks on how to use Avature to its fullest potential. He'll focus on how to develop drip sourcing campaigns, how to keep your data fresh by using record update portals, and how to track the ROI of your recruitment marketing activities. Jim will also share ways to leverage your CRM for the executive team and rediscover talent from a global database like silver medalists. You won't want to miss this session because Jim -- as the MC for the following PUT sessions -- will provide valuable information to prepare you for learning.



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Wednesday, March 7

11.45 am – 12.30 pm



Strategic HR in Action

Getting It Right the First Time: How Colonial Life Is Implementing Avature ATS

[Lauren Addy](#), National Recruiting Director, [Colonial Life](#)

Building a solution from scratch is never simple. Colonial Life recently took up the task when it deployed Avature ATS to replace recruiters' personal spreadsheets. Join Lauren as she explains why the company chose to standardize processes and centralize information using an ATS. She'll also describe why the company chose Avature over other vendors, how the team designed and piloted their solution, and how they won over users to adopt the new processes. The session will also showcase the result of the year-long effort and highlight the next steps in the implementation process.

11.30am – 12.30pm



Power User Track

Tips & Tricks for Proactive Sourcing (Vol. I)

[Nuria Moss](#), Account Management, [Avature](#), and [Alex Bender](#), Implementation Consultant, [Avature](#)

In this opening session Jim will kick off the Power User Track with his rapid-fire tips and tricks on how to use Avature to its fullest potential. He'll focus on how to develop drip sourcing campaigns, how to keep your data fresh by using record update portals, and how to track the ROI of your recruitment marketing activities. Jim will also share ways to leverage your CRM for the executive team and rediscover talent from a global database like silver medalists. You won't want to miss this session because Jim -- as the MC for the following PUT sessions -- will provide valuable information to prepare you for learning.

12.30 pm – 02.00 pm



Al Fresco Lunch

02.00 pm – 02.45 pm

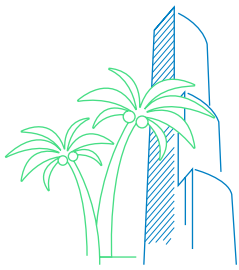


Strategic HR in Action

Bring Back the #LOVE to Recruiting: How Sodexo Leverages Talent-Sourcing Workflows in Avature

[Heather Thomas](#), Recruitment Manager, Strategic Sourcing Team, [Sodexo](#)

Join this session to learn how Heather and the Sodexo team have harnessed Avature workflows to not only create an amazing passive candidate experience but also integrate the workflow into a sourcing funnel that helps sourcers/recruiters track their performance. This session will offer corporate TA, agency, RPOs, and heads of HR inspiration to solve some of today's toughest recruiting challenges, such as low prospect engagement, adapting to volatile hiring needs, recruiting/branding confluence, and measuring ROI for talent-sourcing functions. You'll come away from the session with the latest labor market studies and insights on passive candidate behaviors; a greater understanding of how Avature workflows, forms and custom fields facilitate peak candidate engagement moments; knowledge of how to track, report, and analyze talent pipeline analytics to impact the quality of hire; and Sodexo's results from five successful years using Avature CRM.



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Wednesday, March 7

02.00 pm – 02.30 pm



Power User Track

Tips & Tricks for Proactive Sourcing (Vol. II)

[Nuria Moss](#), Account Management, [Avature](#), and [Alex Bender](#), Implementation Consultant, [Avature](#)

Sourcing is the first step in boosting a successful CRM strategy. In this session, you'll hear from Nuria Moss and Alex Bender how you can leverage Avature's sourcing tools to proactively find the right talent and focus your energy on the best candidates via smart automation. You'll also learn how Avature can help you build a strong employer brand that attracts top talent.

02.45 pm – 03.30 pm



Strategic HR in Action

Yesterday, Today, and Tomorrow - Upholding a Tradition of Innovation at Accenture

[Donna Burns](#), Global Recruiting Technology Manager, [Accenture](#), and [Ryan Scheuer](#), Senior Campus Recruiter, [Accenture](#)

Join Accenture's Global Recruiting Technology Manager Donna Burns and North America Campus Recruitment Specialist Ryan Scheuer as they discuss going from using spreadsheets to a sophisticated system worthy of the Accenture name - in only two months! Donna and Ryan will walk us through the challenges and successes of their rapid Avature implementation and subsequent global roll-out, and how it's transformed their recruiting process in just a short amount of time.

02.30 pm – 03.30 pm



Power User Track

Championing Email Marketing

[Cecilia Brady](#), Training Specialist, [Avature](#), and [Jill Miller](#), Implementation Consultant, [Avature](#)

Join Cecilia and Jill to learn how your organization can leverage email marketing campaigns to be competitive, connected, and an employer of choice. You'll hear how to execute email marketing strategies with Avature to build and maintain meaningful relationships with prospective and current candidates via drip campaigns, newsletters, and follow-up surveys.

03.30 pm – 04.00 pm



Coffee Break

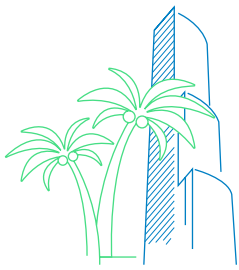
04.00 pm – 04.45 pm



Achieve GDPR Compliance for Recruiting with Avature

[Lina Hoelker](#), Sr. Product Marketing Specialist, [Avature](#), and [Florencia Maurizi](#), VP Consulting, [Avature](#)

Effective May 25, 2018, the General Data Protection Regulation (GDPR) aims to harmonize data protection regulations across EU-member countries, as well as introducing larger penalties for non-compliance. This new regulation applies not only to companies with a presence in the EU, but also to companies processing the data of individuals in the EU- even if these companies don't have an established place of business inside the EU. Therefore, GDPR also presents challenges for non-EU companies. In this session, you'll learn the key changes coming into effect, the impacted parties, the main principles, and the HR challenges and opportunities around GDPR. We'll walk through examples of recruiting use cases and ways that you can use Avature to help balance the recruiter's interest to hire the best candidates and the candidates' right to protect their personal data.



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Wednesday, March 7

04.00pm – 04.45 pm



Power User Track

Practice What You Preach: A Workshop on Lessons Learned During the Day

During this workshop, you'll have the chance to put into practice what you've learned throughout the day. You'll be split up into teams to complete different group exercises and test your knowledge. The Avature team will be there to guide you, provide best practices, and suggest a possible solution in the end. Make sure to not miss this session, which will help you make most out of PUT.

06.00 pm – 10.00 pm



Peruvian Night at La Mar



Thursday, March 8

06.30 am – 07.30 am



Oceanfront Yoga

07.30 am – 09.00 am



Al Fresco Breakfast

09.00 am – 09.45 am



Strategic HR in Action

It's Never Too Early: How Ford Captures the Imagination and Interest of Young Talent

[Jerry Calandre](#), STEM Systems Lead, [Ford](#), and [Prashant Javkar](#), Strategy and Programs Manager - STEM, [Ford](#)

It's no secret - STEM (Science, technology, engineering, and mathematics) graduates continue to be few and far between, and are therefore in high demand for companies like Ford. In response to this specialized talent shortage, the car manufacturer set out with an innovative strategy - targeting students from elementary school and onwards. Attend their session to learn how Ford leverages their custom Avature solution to nurture young would-be STEM students into potential future employees.

09.00 am – 09.45 am

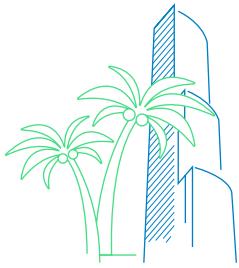


Power User Track

Building Solid Foundations: Designing the Right Data Model

[Carolina Donati](#), Adoption Manager, [Avature](#), and [Agustin Calabro](#), Solutions Consultant, [Avature](#)

In this session, you'll learn how to design your data model in a way that enables you optimize recruiting operations, enhance candidate and brand awareness, and support your reporting capabilities. You'll hear from Carolina and Agustin about best practices on where to store your data in order to support your recruiting use cases and make most out of Avature's data model.



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📅 March 6-9

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Thursday, March 8

09.45 am – 10.15 am



Coffee Break

10.15 am – 11.00 am



Strategic HR in Action

Hiring the future with Avature Campus Recruiting

[Agustin Donati](#), Director of Product Marketing, [Avature](#), and [Carina Lacour](#), Product Marketing Specialist, Campus & Events, [Avature](#)

Is your organization successfully recruiting the tech-savvy talent of tomorrow? To hire today's students, your organization needs a talent acquisition strategy that is engaging, agile, and user-friendly from your organization's first outreach to their first day. In this session we'll discuss how Avature Campus Recruiting can help you stand out and become young talent's employer of choice - from successful event management to streamlined application processes to seamless onboarding. Don't skip this class - this is a subject you can't afford to fail!

10.15 am – 11.00 am



Power User Track

The Power of Smart Automation (Vol. I): Attracting & Engaging Top Talent at a Large Scale

[Alejandro Pico](#), Director of Account Management, [Avature](#), and [Svetlana Kozhina](#), Solutions Consultant, [Avature](#)

In this session, you'll learn how to automate common processes to attract and engage top talent with our CRM. Join Svetlana and Alejandro as they discuss how automated workflows can be utilized to engage with newly sourced candidates, schedule email campaigns to a targeted audience, manage surveys that evaluate your recruiting or onboarding processes, as well as execute social media campaigns that showcase your brand to a broader audience

11.00 am – 11.45 am

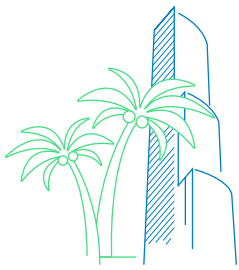


Strategic HR in Action

How Encompass Health Achieves Holistic Talent Acquisition with Avature CRM

[Brooke Glennon](#), Associate Director, Recruitment Marketing & Operations, [Encompass Health](#)

Are you ready to take your CRM to new heights? Join Encompass Health's Brooke Glennon as she discusses how they push the limits of a traditional CRM with Avature - managing every candidate's journey for every candidate type. Glennon will walk us through how Avature CRM allows recruiters to seamlessly manage the unique processes behind clinical, physician, executive leadership, and campus recruiting by capturing data, screening applicants, and hiring top talent across hospitals with one versatile platform.



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📍 Mandarin Oriental Miami



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11.00 am – 11.45 am



Power User Track

The Power of Smart Automation (Vol. II): Reducing Operational Tasks while Enhancing The Candidate Experience

[Alejandro Pico](#), Director of Account Management, [Avature](#), and [Gustavo Ariel Casazza](#), Solutions Consultant, [Avature](#)

During this second volume, Gustavo and Alejandro will focus on reducing operational tasks with Avature ATS. You will learn how to automate approval processes for jobs and offers, validate requirements automatically, set up knock-out questions, and streamline interview scheduling via Avature's time slot portal.

11.45 am – 01.30 pm



Al Fresco Lunch

01.30 pm – 02.15 pm



Strategic HR in Action

How Avature and LinkedIn Work Together to Optimize the Recruiting Process

[Rohan Verma](#), Director, Business Development, [LinkedIn](#), and [Carolina Lewitan](#), Product Marketing Manager, Talent Management & ATS, [Avature](#)

A good recruiting experience is one where the process of finding talent is efficient and pain-free. Learn about some product enhancements that Avature released in 2017 to optimize the recruiter's experience. Also, learn how Avature and LinkedIn are working together to deliver a seamless recruiting experience across systems. Join Carolina and Rohan to see a demo of Recruiter System Connect and Apply with LinkedIn and learn how you can use these tools in your organization.

01.30 pm – 02.15 pm

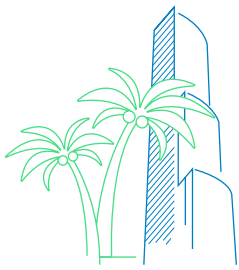


Power User Track

Get Your Allies Right: Tactics for Building Game- Changing Lists (Vol. I)

[Jacklyn Giannitrapani](#), Adoption Specialist, [Avature](#), and [Cecilia Brady](#), Training Specialist, [Avature](#)

Building effective lists makes it easier to find candidates, update information, build reports, and track the recruiting process. Cecilia and Jacklyn will walk you through list-building techniques that can save time and boost your productivity by filtering and displaying just the data that you need. The session will include live demos and a demonstration of power user tips and tricks.



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Thursday, March 8

02.15 pm – 3.00 pm



Strategic HR in Action

Moving the Needle: How TransUnion Uses Avature to Recruit Sales Talent

[Erin Tschirhart](#), Talent Acquisition Manager, [TransUnion](#)

After TransUnion pivoted its business focus in 2013, talent quickly became a critical focus, but at the time, they just didn't have the tools to deliver. In 2015, the company invested in Avature CRM and built out a network of global talent pipelines, organized by critical segments and skillsets. Although they began winning strong talent, it still took longer to fill sales roles than most other positions. Join Erin to discover how the team developed a strategy to land the right sales talent faster using data, employee referrals, and existing talent pipelines. She will dig deep into the details of the sourcing process, as well as the results and future plans for acquiring new hires.

02.15 pm – 3.00 pm



Power User Track

Get Your Allies Right: Tactics for Building Game-Changing Lists (Vol. II)

[Jacklyn Giannitrapani](#), Adoption Specialist, [Avature](#), and [Cecilia Brady](#), Training Specialist, [Avature](#)

Building effective lists makes it easier to find candidates, update information, build reports, and track the recruiting process. Cecilia and Jacklyn will walk you through list-building techniques that can save time and boost your productivity by filtering and displaying just the data that you need. The session will include live demos and a demonstration of power user tips and tricks.

03.00 pm – 3.30 pm



Coffee Break

03.30 pm – 04.45 pm

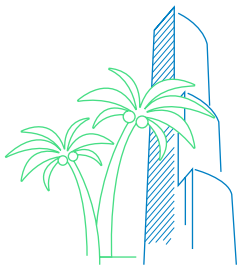


Strategic HR in Action

Increase TA Success: Learn Best Practices and Leverage Internal Mobility

[Robin Erickson](#), Vice President, Talent Acquisition, Engagement & Retention Research, [Bersin by Deloitte](#), [Bill Cleary](#), Senior Manager, [Deloitte](#), [Ernie Kueffner](#), SVP, Americas, [Avature](#), and [Carolina Lewitan](#), Product Marketing Manager, Talent Management & ATS, [Avature](#)

Top-performing companies are upgrading their talent acquisition function and integrating it throughout the business for increased team success. Join Robin to review Bersin's latest High-Impact Talent Acquisition (HITA) research and to consider the current state of your TA function. Then take a deep dive into internal mobility with Bill, Ernie, and Carolina. They will describe the core challenges of implementing a mobility program and will give you an overview of how Avature can help you to encourage mobility in your organization.



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 March 6-9

 Mandarin Oriental Miami



Thursday, March 8

03.30 pm – 05.00 pm



Power User Track

Practice What You Preach: A Workshop on Lessons Learned During the Day

During this workshop you'll have the chance to put into practice what you've learned during the day. You will be split up into teams and given different exercises to solve. The Avature team will be there to guide you, provide best practices, and eventually offer a possible solution. Make sure to attend this workshop to apply the tools you've learned in the power user track.

06.30 pm – 10.30 pm



Beach Party



Friday, March 9

07.00 am – 08.30 am



Al Fresco Breakfast

08:30 am – 09.15 am



Strategic HR in Action

Live and Learn: 5 Implementation Insights for Avature ATS

[Sebastian Hubert](#), Global Head of Strategy and Technologies TA, [Siemens](#), and [Mike Brown](#), Vice President, Talent Acquisition, Americas Region [Siemens](#)

Change is hard – especially when you're managing the transition of a system used around the world and in 20 different languages. A year ago, Siemens embarked on this journey to implement Avature ATS. Siemens is one of the world's largest industrial manufacturing companies with offices around the globe, and it needed an ATS that could help its teams stay agile. But first, the teams needed to implement the technology. In this session, Sebastian and Mike will explain their approach to change management, user centricity, and global communication. Join them to discover the top five lessons they wish they knew a year ago.

08:30 am – 09.15 am

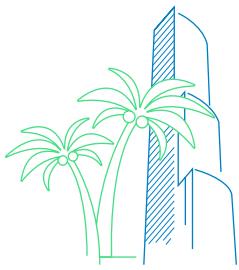


Power User Track

Reporting Best Practices to Be on Top of Things (Vol. I)

[Magdalena Llavallol](#), Implementation Consultant, [Avature](#), and [Jimena Asorey](#), Account Manager, [Avature](#)

During the first half of this two-part session you will learn tips and tricks to make the most of Avature's reporting capabilities. Join Jimena and Magdalena to discover how to improve data gathering, manage confidentiality within reports, and create a dashboard that will influence user behavior. You will learn how to work with Avature's report builder to easily create the reports you need.



2018 US Avature Conference

 March 6-9

 Mandarin Oriental Miami



Friday, March 9

09:15 am – 10:00 am



Strategic HR in Action

One Platform: Bringing It All Together for TA

[Jeremy Bloom](#), Manager, Talent Acquisition Operations, [Cisco](#), and [Sally Hu](#), Sr. Analyst / Program Manager, [Cisco](#)

Cisco replaced multiple systems and implemented Avature as a comprehensive, global recruiting platform (ATS/CRM, Referrals, Agency, Offers with DocuSign, 100 Country Onboarding, Events, Volunteer Management, University Management, Requisition Management, Hiring Manager Portal and integrations). Jeremy and Sally will share the company's journey to build the business case with stakeholders, select the vendor, work together to implement, and launch with lessons learned from the process. See a solution overview and hear about their first year's operations.

09:15 am – 10:00 am



Power User Track

Reporting Best Practices to Be on Top of Things (Vol. II)

[Magdalena Llavallol](#), Implementation Consultant, [Avature](#), and [Jimena Asorey](#), Account Manager, [Avature](#)

During this second half of the session, Jimena and Magdalena will dive into strategic questions such as how to measure your team's contribution in a fair way, how to make sure that you are reaching your service delivery goals, how to evaluate your process and identify bottlenecks, and how to show the impact of your work to the business. This workshop will demonstrate advanced techniques using Avature's custom report builder.

10:00 am – 10:30 am



Coffee Break

10:30 am – 11:15 am

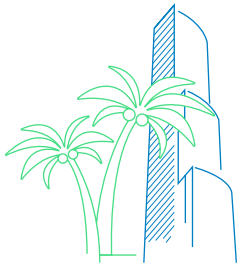


Strategic HR in Action

Changing Directions: Virgin Media's Candidate Experience Story

[Bryan Adams](#), CEO & Founder of Employer Branding & Talent Attraction Agency, [Ph.Creative](#)

When Virgin Media decided to make candidate experience a priority for their business, they partnered with Avature and Ph.Creative to build the best candidate experience possible. They used focus groups to learn about candidate expectations throughout the hiring process and found key pain points both for successful applicants and those who were ultimately rejected. They also identified savings of up to GBPE4.4 million from improving the process, which made a strong business case for the initiative. Join Bryan Adams, CEO & Founder at Ph.Creative and best seller author, to discover how Virgin leveraged Avature to support its candidate experience transformation.



2018 US Avature Conference

 March 6-9

 Mandarin Oriental Miami



Friday, March 9

10.30 am – 11.15 am



Power User Track

From Skeptics to Believers: Adoption Best Practices for User Engagement

[Carolina Donati](#), Adoption Manager, [Avature](#), and [Jacklyn Giannitrapani](#), Adoption Specialist, [Avature](#)

In this session Jacklyn and Carolina will share proven initiatives that help you increase adoption and user engagement, which in turn will maximize your usage of the Avature platform. These initiatives include preparation checklists, a thoughtful training strategy, internal support structures, and pre and post go-live initiatives to keep your user community engaged. You'll also learn how to measure success by setting the right recruiting KPIs.

11.15 am – 12.30 pm



Keynote Avature Roadmap

[Dimitri Boylan](#), CEO, [Avature](#), and [Agustin Donati](#), Director of Product Marketing, [Avature](#)

12.30pm – 12.50 pm



Closing Remarks

[Dimitri Boylan](#), CEO, [Avature](#)

1.00 pm – 4.30 pm



Avature Specialist Certification - *Registration Required - Lunch Included*

Become an expert in data modelling, workflows and user support. Join Alejandro Pico and Florencia Simino after the last presentation of the Conference and get certified for the first time or renew your Avature Specialist Certification by mastering the latest functionality released.